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Draft Air Quality Plan for the achievement of EU air quality limit value for nitrogen dioxide (NO₂) in West Midlands (UK0035)

September 2015



Llywodraeth Cymru
Welsh Government



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1 Introduction

1.1 This document

This document is the West Midlands non-agglomeration zone (UK0035) updated air quality plan for the achievement of the EU air quality limit values for nitrogen dioxide (NO₂). This is an update to the air quality plan published in September 2011 (<http://uk-air.defra.gov.uk/library/no2ten/>).

This plan presents the following information:

- General information regarding the West Midlands non-agglomeration zone
- Details of the NO₂ exceedance situation within the West Midlands non-agglomeration zone
- Details of local air quality measures that have been implemented, will be implemented or are being considered for implementation in this non-agglomeration zone.

This air quality plan for the West Midlands non-agglomeration zone should be read in conjunction with the separate UK overview document. The UK overview document sets out, amongst other things, the authorities responsible for delivering air quality improvements and the national measures that are applied in some or all UK zones. The measures presented in this plan and the accompanying UK overview document show how the UK will ensure that compliance with the NO₂ limit values is achieved in the shortest possible time.

1.2 Context

Two NO₂ limit values for the protection of human health have been set in the Air Quality Directive (2008/50/EC). These are:

- The annual mean limit value: an annual mean concentration of no more than 40 $\mu\text{g m}^{-3}$
- The hourly limit value: no more than 18 exceedances of 200 $\mu\text{g m}^{-3}$ in a calendar year.

The Air Quality Directive stipulates that compliance with the NO₂ limit values will be achieved by 01/01/2010.

1.3 Zone status

The assessment undertaken for the West Midlands non-agglomeration zone indicates that the annual limit value was exceeded in 2013 but is likely to be achieved before 2020 through the introduction of measures included in the baseline.

1.4 Plan Structure

General administrative information regarding this non-agglomeration zone is presented in section 2.

Section 3 then presents the overall picture with respect to NO₂ levels in this non-agglomeration zone for the 2013 reference year of this air quality plan. This includes declaration of exceedance situations within the non-agglomeration zone and presentation of a detailed source apportionment for each exceedance situation.

An overview of the measures already taken and to be taken within the non-agglomeration zone both before and after 2013 is given in section 4.

Baseline modelled projections for 2020, 2025 and 2030 for each exceedance situation are presented in section 5. The baseline projections presented here include, where possible, the impact of measures that have already been taken and measures for which the relevant authority has made a firm commitment to take the measure(s). However, it has not been possible to quantify the impact of all the measures. This section therefore also explains which measures have been quantified, and hence included in the model projections, and which measures have not been quantified.

2 General information about the Zone

2.1 Administrative information

Zone name: West Midlands

Zone code: UK0035

Type of zone: non-agglomeration zone

Reference year: 2013

Extent of zone: Figure 1 shows the area covered by the West Midlands non-agglomeration zone.

Local Authorities within the zone: Figure 2 shows the location of Local Authorities within the non-agglomeration zone. A list of these Local Authorities is also given below. The numbers in the list correspond to the numbers in Figure 2.

1. Birmingham City Council
2. Bromsgrove District Council
3. Cannock Chase District Council
4. Coventry City Council
5. Dudley Metropolitan Borough Council
6. East Staffordshire Borough Council
7. Herefordshire Council
8. Lichfield City Council
9. Malvern Hills District Council
10. Newcastle-under-Lyme Borough Council
11. North Warwickshire Borough Council
12. Nuneaton and Bedworth Borough Council
13. Redditch Borough Council
14. Rugby Borough Council
15. Sandwell Metropolitan Borough Council
16. Shropshire Council
17. Solihull Metropolitan Borough Council
18. South Staffordshire District Council
19. Stafford Borough Council
20. Staffordshire Moorlands District Council
21. Stoke-on-Trent City Council
22. Stratford on Avon District Council
23. Tamworth Borough Council
24. Telford & Wrekin Council
25. Walsall Metropolitan Borough Council
26. Warwick District Council

27. Wolverhampton City Council
28. Worcester City Council
29. Wychavon District Council
30. Wyre Forest District Council

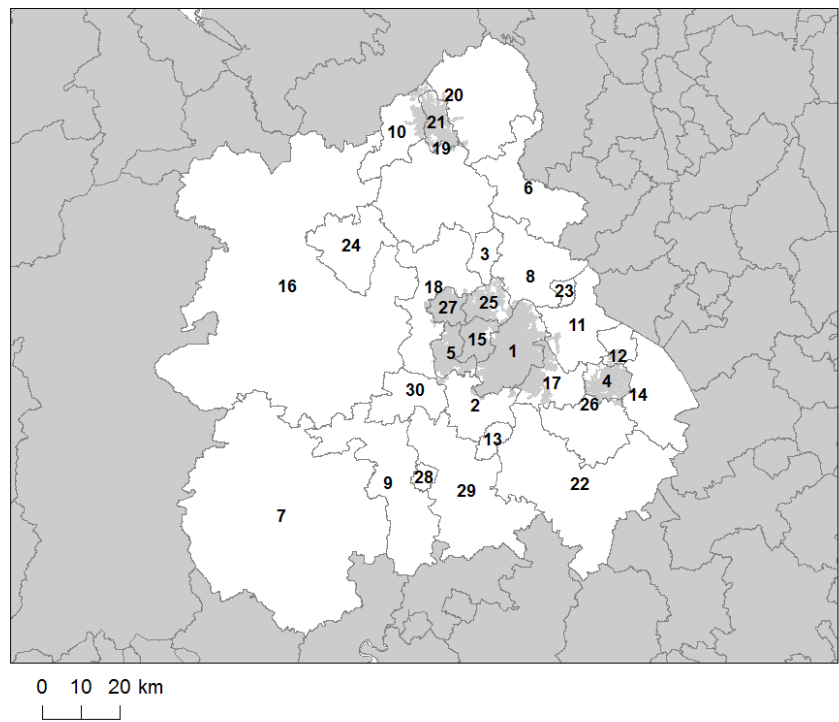
(Note: Local Authority boundaries do not necessarily coincide with zone boundaries. Hence Local Authorities may be listed within more than one zone plan.)

Figure 1: Map showing the extent of the West Midlands non-agglomeration zone (UK0035).



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Figure 2: Map showing Local Authorities within the West Midlands non-agglomeration zone (UK0035).



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2.2 Assessment details

Measurements

NO₂ measurements in this zone were available in 2013 from the following national network monitoring stations (NO₂ data capture for each station in 2013 shown in brackets):

1. Leamington Spa GB0643A (53%)
2. Leamington Spa Rugby Road GB1018A (98%)
3. Leominster GB0861A (81%)

Full details of monitoring stations within the West Midlands non-agglomeration zone are available from <http://uk-air.defra.gov.uk/networks/network-info?view=aurm>.

Modelling

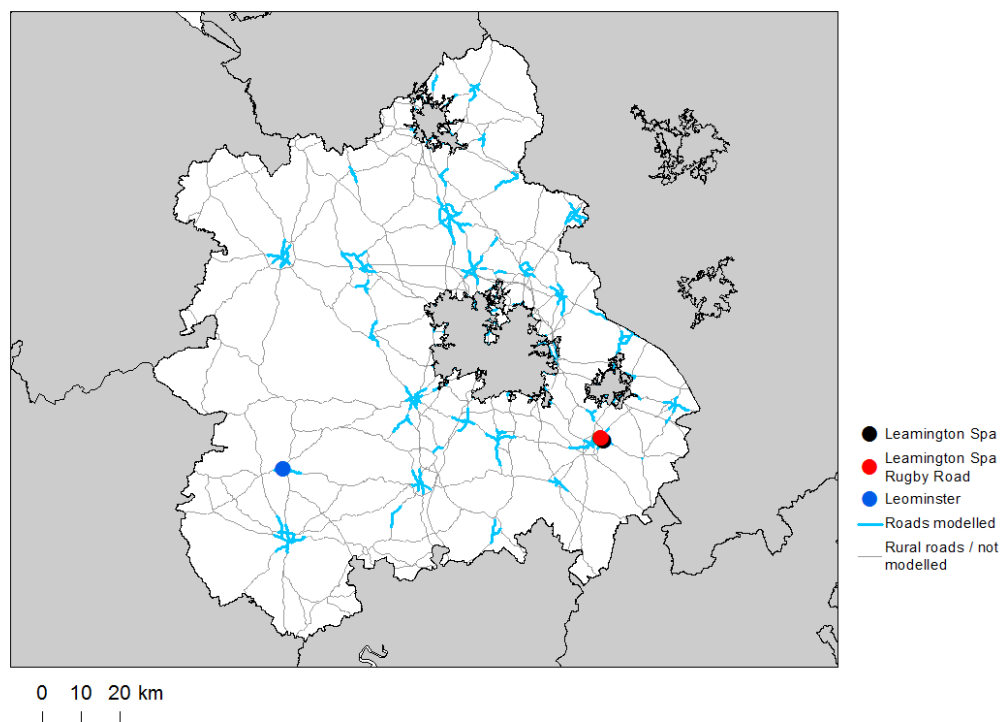
Modelling for the 2013 reference year has been carried out for the whole of the UK. This modelling covers the following extent within this zone:

- Total background area within zone (approx): 12,221 km²
- Total population within zone (approx): 2,713,684 people
- Total road length where an assessment of NO₂ concentrations have been made: 523 km in 2013 (and similar lengths in previous years)

Zone maps

Figure 3 presents the location of the NO₂ monitoring stations within this zone for 2013 and the roads for which NO₂ concentrations have been modelled. NO₂ concentrations at background locations have been modelled across the entire zone at a 1 x 1 km² resolution.

Figure 3: Map showing the location of the NO₂ monitoring stations with valid data in 2013 and roads where concentrations have been modelled within the West Midlands (UK0035) non-agglomeration zone.



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2.3 Reporting Under European Directives

From 2001 to 2012 the UK has reported annually on air quality concentrations using a standard excel questionnaire (Decision 2004/461/EC). These questionnaires are available online from <http://cdr.eionet.europa.eu/gb/eu/annualair>. Since 2013 reporting has been via an e-reporting system (Decision 2011/850/EU) <http://cdr.eionet.europa.eu/gb/eu/>.

In addition, the UK has reported on air quality plans and programmes (Decision 2004/224/EC) <http://cdr.eionet.europa.eu/gb/eu/aqpp>.

3 Overall Picture for 2013 Reference Year

3.1 Introduction

There are two limit values for the protection of health for NO₂. These are:

- The annual limit value (annual mean concentration of no more than 40 μgm^{-3})
- The hourly limit value (no more than 18 hourly exceedances of 200 μgm^{-3} in a calendar year)

Within the West Midlands non-agglomeration zone the annual limit value was exceeded in 2013. Hence, one exceedance situation for this zone has been defined, NO₂_UK0035_Annual_1, which covers exceedances of the annual limit value. This exceedance situation is described below.

3.2 Reference year: NO₂_UK0035_Annual_1

The NO₂_UK0035_Annual_1 exceedance situation covers all exceedances of the annual mean limit value in the West Midlands non-agglomeration zone in 2013.

Compliance with the annual limit value in this exceedance situation has been assessed using a combination of air quality measurements and modelling. Table 1 presents measured annual concentrations at national network stations in this exceedance situation since the 1st Daughter Directive (1999/30/EC) came into force in 2001. This shows that there were no measured exceedances of the annual limit value in this zone in 2013. Table 2 summarises modelled annual mean NO₂ concentrations in this exceedance situation for the same time period. This table shows that, in 2013, 43.3 km of road length was modelled to exceed the annual limit value. There were no modelled background exceedances of the annual limit value. Maps showing the modelled annual mean NO₂ concentrations for 2013 at background and at roadside locations are presented in Figures 4 and 5 respectively. All modelled exceedances of the annual limit value are coloured orange or red in the maps.

The maximum measured concentration in the zone varies due to changes in emissions and varying meteorology in different years. However, the models are also updated each year to take into account the most up-to-date science, so the modelled results for different years may not be directly comparable.

The modelling carried out for this exceedance situation has also been used to determine the annual mean NO_x source apportionment for all modelled locations. Table 3 presents summary source apportionment information in this exceedance situation.

Table 3 summarises the modelled NO_x source apportionment for the section of road with the highest modelled NO₂ concentration in this exceedance situation in 2013. This is important information because it shows which sources need to be tackled at the location with the largest compliance gap in the exceedance situation. It is

not possible to calculate an unambiguous source apportionment for annual mean NO₂ concentrations for the reasons discussed in the UK Technical Report¹. Therefore no NO₂ source apportionment is provided.

Figure B.1 in Annex B presents the annual mean NO_x source apportionment for each section of road within the NO₂_UK0035_Annual_1 exceedance situation (i.e. the source apportionment for all exceeding roads only) in 2013. Roads have been grouped into motorways, primary roads and trunk roads in this figure.

¹Technical report to be finalised for the final plan.

Table 1: Measured annual mean NO₂ concentrations at national network stations in NO2_UK0035_Annual_1 for 2001 onwards, μgm^{-3} (a). Data capture shown in brackets.

| Site name (EOI code) | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|-------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Leamington Spa (GB0643A) | 31 (91) | 29 (96) | 33 (67) | 25 (94) | 25 (70) | 20 (73) | 25 (71) | 27 (86) | 27 (92) | 28 (99) | 21 (98) | 21 (94) | 23 (53) |
| Leamington Spa Rugby Road (GB1018A) | | | | | | | | | | | | 17 (63) | 22 (98) |
| Leominster (GB0861A) | | | | | 14 (42) | 12 (92) | 13 (94) | 11 (95) | 11 (99) | 15 (83) | 10 (98) | 9 (97) | 9 (81) |

(a) Annual Mean Limit Value = 40 μgm^{-3}

Table 2: Annual mean NO₂ model results in NO2_UK0035_Annual_1 for 2001 onwards.

| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|--|-------|------|-------|-------|------|------|------|------|------|------|------|------|------|
| Road length exceeding (km) | 112.3 | 47.3 | 163.2 | 115.8 | 90.4 | 84.6 | 90.2 | 76.3 | 64.1 | 92.5 | 47.5 | 50.7 | 43.3 |
| Background exceeding (km ²) | 22 | 7 | 14 | 0 | 0 | 0 | 0 | 0 | 2 | 10 | 1 | 1 | 0 |
| Maximum modelled concentration (μgm^{-3}) (a) | 70.4 | 64.0 | 74.6 | 74.6 | 83.7 | 77.6 | 76.8 | 86.5 | 83.5 | 92.8 | 73 | 78 | 60 |

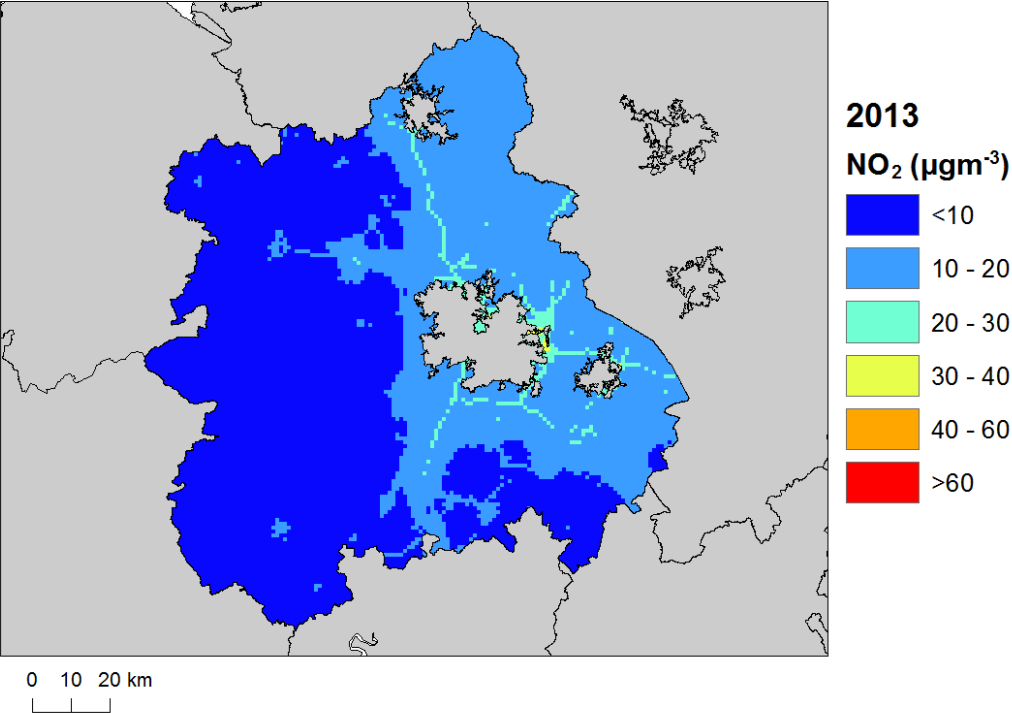
(a) Annual Mean Limit Value = 40 μgm^{-3}

Table 3: Modelled annual mean NO_x source apportionment at the traffic count point with the highest modelled concentration in 2013 in NO₂_UK0035_Annual_1 (μgm^{-3}) (traffic count point 99234 on the A452; OS grid (m): 413880, 290300).

| Spatial scale | Component | Concentration at highest road link (a) |
|---|---|--|
| Regional background sources NO _x (i.e. contributions from distant sources of > 30 km from the receptor). | Total | 10.8 |
| | From within the UK | 6.3 |
| | From transboundary sources (includes shipping and other EU member states) | 4.5 |
| | | |
| Urban background sources NO _x (i.e. sources located within 0.3 - 30 km from the receptor). | Total | 55.3 |
| | From road traffic sources | 30.9 |
| | From industry (including heat and power generation) | 4.4 |
| | From agriculture | NA |
| | From commercial/residential sources | 3.4 |
| | From shipping | 0.0 |
| | From off road mobile machinery | 10.3 |
| | From natural sources | NA |
| | From transboundary sources | NA |
| | From other urban background sources | 6.3 |
| Local sources NO _x (i.e. contributions from sources < 0.3 km from the receptor). | Total | 95.6 |
| | From petrol cars | 10.1 |
| | From diesel cars | 36.2 |
| | From HGV rigid | 11.4 |
| | From HGV articulated | 13.0 |
| | From buses | 11.4 |
| | From petrol LGVs | 0.2 |
| | From diesel LGVs | 13.3 |
| | From motorcycles | 0.1 |
| | From London taxis | 0.0 |
| Total NO _x (i.e. regional background + urban background + local components) | | 161.7 |
| Total NO ₂ (i.e. regional background + urban background + local components) | | 60 |

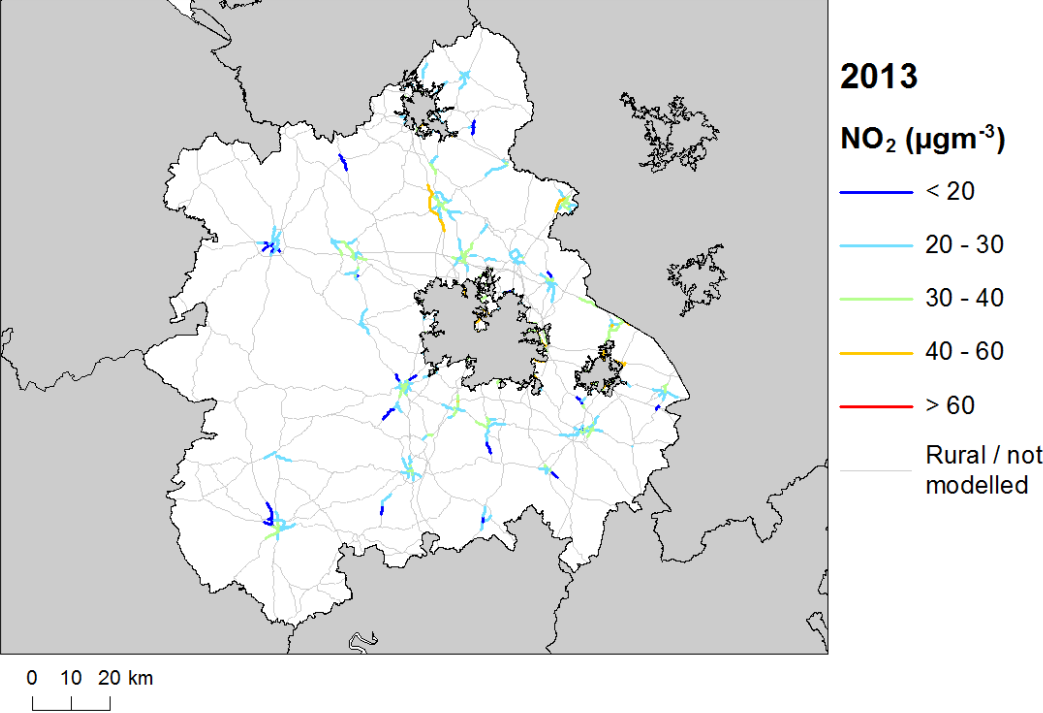
(a) Components are listed with NO_x concentration of NA when there is no source from this sector.

Figure 4: Map of modelled background annual mean NO₂ concentrations 2013. Modelled exceedances of the annual limit value are shown in orange and red.



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Figure 5: Map of modelled roadside annual mean NO₂ concentrations 2013. Modelled exceedances of the annual limit value are shown in orange and red.



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4 Measures

4.1 Introduction

This section (section 4) gives details of measures that address exceedances of the NO₂ limit values within West Midlands non-agglomeration zone. This includes both measures that have already been taken and measures for which there is a firm commitment that they will be taken.

Section 5 then explains the extent to which it has been possible to incorporate the impacts of these measures into the baseline modelling carried out for this assessment.

4.2 Source apportionment

It is important to understand which sources are responsible for causing the exceedance in order to most effectively tailor measures to address the NO₂ exceedance situation described in section 3 above. This can be achieved by considering the source apportionment for the exceedance situation, also presented in section 3. A summary of what the source apportionment shows and the implications for which measures would therefore be appropriate is given here.

Local road traffic was the dominant source in this exceedance location in the reference year. The largest contribution was from cars at the location of maximum exceedance with a contribution of 46.3 μgm^{-3} of NO_x out of a total of 161.7 μgm^{-3} of NO_x. Cars, articulated HGVs, rigid HGVs and LGVs were important sources on the motorway roads with the highest concentrations in this exceedance situation. Cars, articulated HGVs, rigid HGVs, LGVs and on some roads buses were important sources on the primary roads with the highest concentrations. Cars, articulated HGVs and rigid HGVs were important sources on the trunk roads with the highest concentrations. For all road links concentrations of NO_x from diesel cars were approximately four times greater than NO_x emissions from petrol cars. NO_x concentrations from petrol LGVs are a small component of total NO_x concentrations and less than 2% of total NO_x from LGVs.

This indicates that appropriate measures should impact on local road traffic sources in this zone. Other measures may also be beneficial depending on the source apportionment for the urban background.

4.3 Measures

Measures potentially affecting NO₂ in this non-agglomeration zone have been taken and/or are planned at a range of administrative levels. These are:

- European Union
- National (i.e. England, Scotland, Wales, Northern Ireland or whole UK)
- Local (i.e. UK Local Authorities)

Details of European Union measures (e.g. euro standards, fuel quality directives, integrated pollution prevention and control) can be found on the European Commission's website (http://ec.europa.eu/environment/air/index_en.htm). Details of national measures are given in the UK overview document.

Relevant Local Authority measures within this exceedance situation are listed in Table C.1 (see Annex C). Table C.1 lists measures which a local authority has carried out or is in the process of carrying out, plus additional measures which the local authority is committed to carrying out or is investigating with the expectation of carrying out in the future.

There are common themes throughout the non-agglomeration zone on the type of measures identified by local authorities to achieve improved air quality. The main themes focus on improving emissions and concentrations of pollutants by encouraging transport modal shift from using private cars to more sustainable methods of transport such as cycling and walking. There are some low emission strategies in place so that the vehicle fleet can be transformed into using greener fuels and technology.

Park and rides will also help to improve air quality as it will reduce car use as will improvements to bus emissions through fleet renewal. This will involve transformation to using electric vehicles.

4.4 Measures timescales

Timescales for national measures are given in the UK overview document.

Local Authorities report on progress with the implementation of their action plans annually and review action plan measures regularly. Information on local measures was collected in February/March 2015. Hence, any Local Authority action plans and measures adopted by Local Authorities after this time have not been included in this air quality plan.

The reference year for this air quality plan is 2013. Hence where measures started and finished before 2013, then the improvement in air quality resulting from these measures will have already taken place before the reference year and the impact of these measures will have been included in the assessment where the measure has had an impact on the statistics used to compile the emission inventory. Many measures started before the reference year and will continue to have a beneficial impact on air quality well beyond the reference year. Hence measures with a start date before 2013 and an end date after 2013 may have an impact on concentrations in the reference year and a further impact in subsequent years. Where the Status column in Annex C is 'Implementation', this shows that this measure is already underway or that there is a commitment for this measure to go ahead. Where the Status is 'Planning', 'Preparation' or 'Other' the level of commitment is less clear and it is possible some of these measures may not go ahead.

5 Baseline Model projections

5.1 Overview of model projections

Model projections for 2020, 2025 and 2030, starting from the 2013 reference year described in section 3, have been calculated in order to determine when compliance with the NO₂ limit values is likely to be achieved on the basis of EU, regional and local measures currently planned. Details of the methods used for the baseline emissions and projections modelling are provided in the UK technical report.

For national measures, it has not been possible to quantify the impact of all measures on emissions and ambient concentrations. The impact for all quantifiable measures has been included in the baseline projections.

The impacts of the individual Local Authority measures have not been explicitly included in the baseline model projections. However, measures may have been included implicitly if they have influenced the traffic counts for 2012 (used as a basis for the compilation of the emission inventory) or in the traffic activity projections to 2020 and beyond (used to calculate the emissions projections). It should be recognised that these measures will have a beneficial impact on air quality, even if it has not been possible to quantify this impact here.

5.2 Baseline projections: NO₂_UK0035_Annual_1

Table 4 presents summary results for the baseline model projections for 2020, 2025 and 2030 for the NO₂_UK0035_Annual_1 exceedance situation. This shows that the maximum modelled annual mean NO₂ concentration predicted for 2020 in this exceedance situation is 39 μgm^{-3} . Hence, the model results suggest that compliance with the NO₂ annual limit value is likely to be achieved before 2020 under baseline conditions in this exceedance situation.

Figures 6 and 7 show maps of projected annual mean NO₂ concentrations in 2020, 2025 and 2030 for background and roadside locations respectively. Maps for 2013 are also presented here for reference.

It should be noted that the baseline projections presented here include the impacts of some measures, where they can be quantified, that have already been or will be implemented.

Table 4: Annual mean NO₂ model results in NO₂_UK0035_Annual_1.

| | 2013 | 2020 | 2025 | 2030 |
|--|------|------|------|------|
| Road length exceeding (km) | 43.3 | 0.0 | 0.0 | 0.0 |
| Background exceeding (km ²) | 0 | 0 | 0 | 0 |
| Maximum modelled concentration NO ₂ (μgm ⁻³) (a) | 60 | 39 | 32 | 30 |
| Corresponding modelled concentration NOx (μgm ⁻³) (b) | 162 | 93 | 74 | 67 |

(a) Annual Mean Limit Value = 40 μgm⁻³

(b) NOx is recorded here for comparison with the NOx source apportionment graphs for 2013 presented in Annex B of this plan. Limit values for EU directive purposes are based on NO₂.

Figure 6: Background baseline projections of annual mean NO₂ concentrations in 2020, 2025 and 2030. 2013 is also included here for reference. Modelled exceedances of the annual limit value are shown in orange and red.

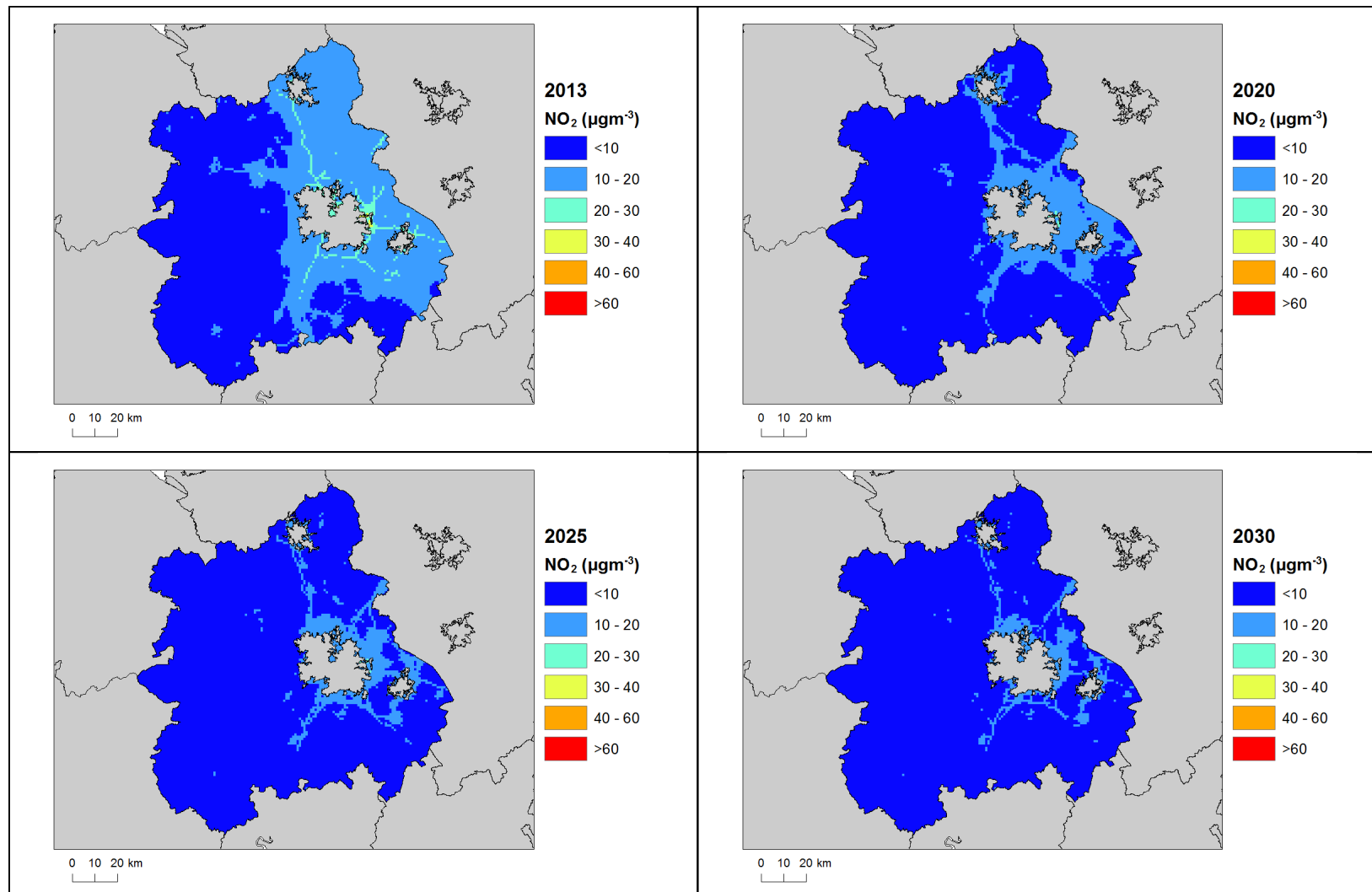
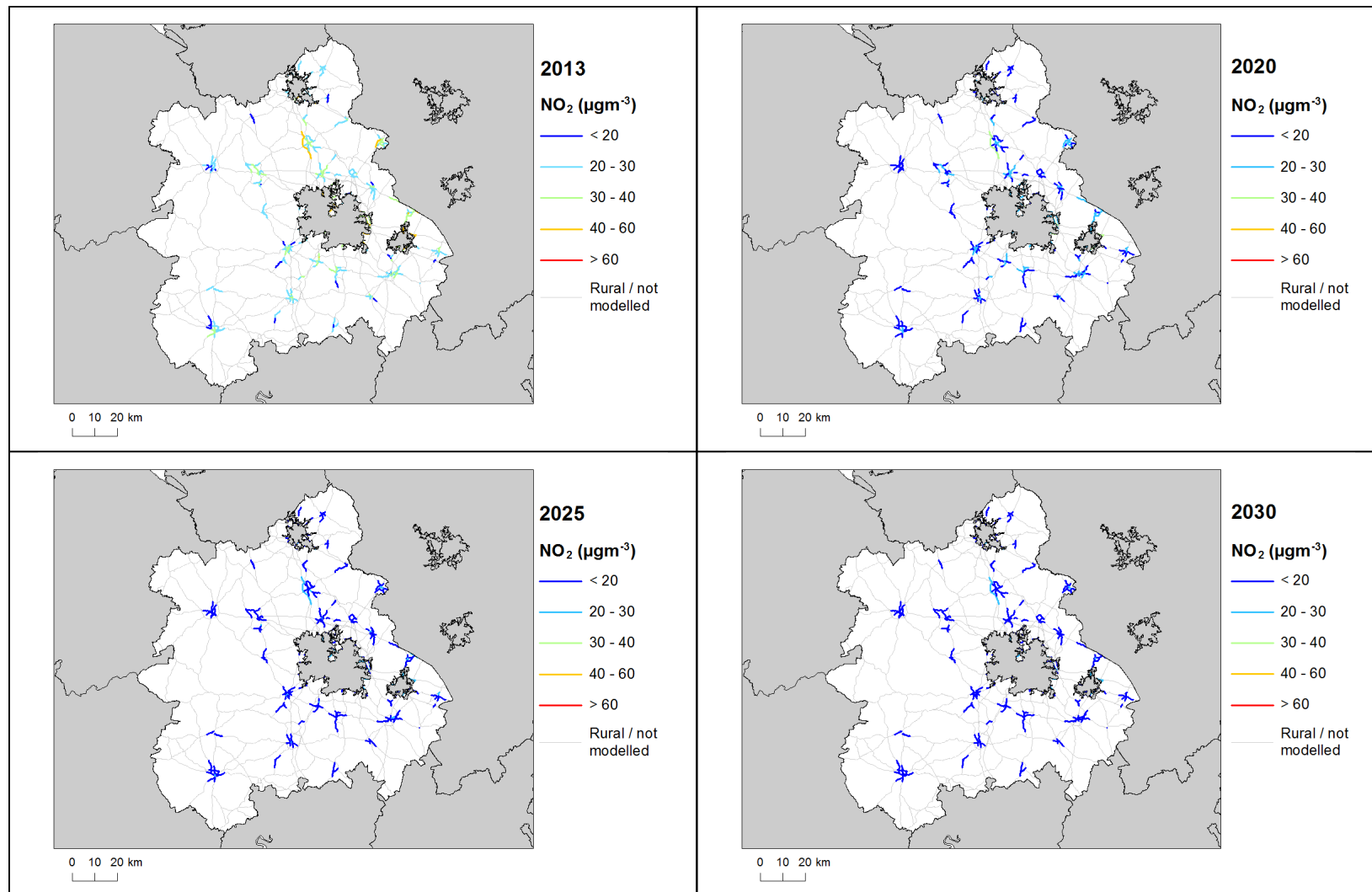


Figure 7: Roadside baseline projections of annual mean NO₂ concentrations in 2020, 2025 and 2030. 2013 is also included here for reference. Modelled exceedances of the annual limit value are shown in orange and red.



Annexes

A References

Air Quality Expert Group (AQEG, 2004). Nitrogen Dioxide in the United Kingdom. <http://uk-air.defra.gov.uk/library/aqeg/publications>

Decision 2004/224/EC. Commission Decision of 20 February 2004 laying down arrangements for the submission of information on plans or programmes required under Council Directive 96/62/EC in relation to limit values for certain pollutants in ambient air. From the Official Journal of the European Union, 6.3.2004, En series, L68/27

Decision 2004/461/EC. Commission Decision of 29 April 2004 laying down a questionnaire to be used for annual reporting on ambient air quality assessment under Council Directives 96/62/EC and 1999/30/EC and under Directives 2000/69/EC and 2002/3/EC of the European Parliament and of the Council. From the Official Journal of the European Union, 30.4.2004, En series, L156/78

Decision 2011/850/EU Commission Implementing Decision of 12 December 2011 laying down rules for Directives 2004/107/EC and 2008/50/EC of the European Parliament and of the Council as regards the reciprocal exchange of information and reporting on ambient air quality. From the Official Journal of the European Union, 17.12.2011, En series, L335/86

CDR Central Data Repository. <http://cdr.eionet.europa.eu/>

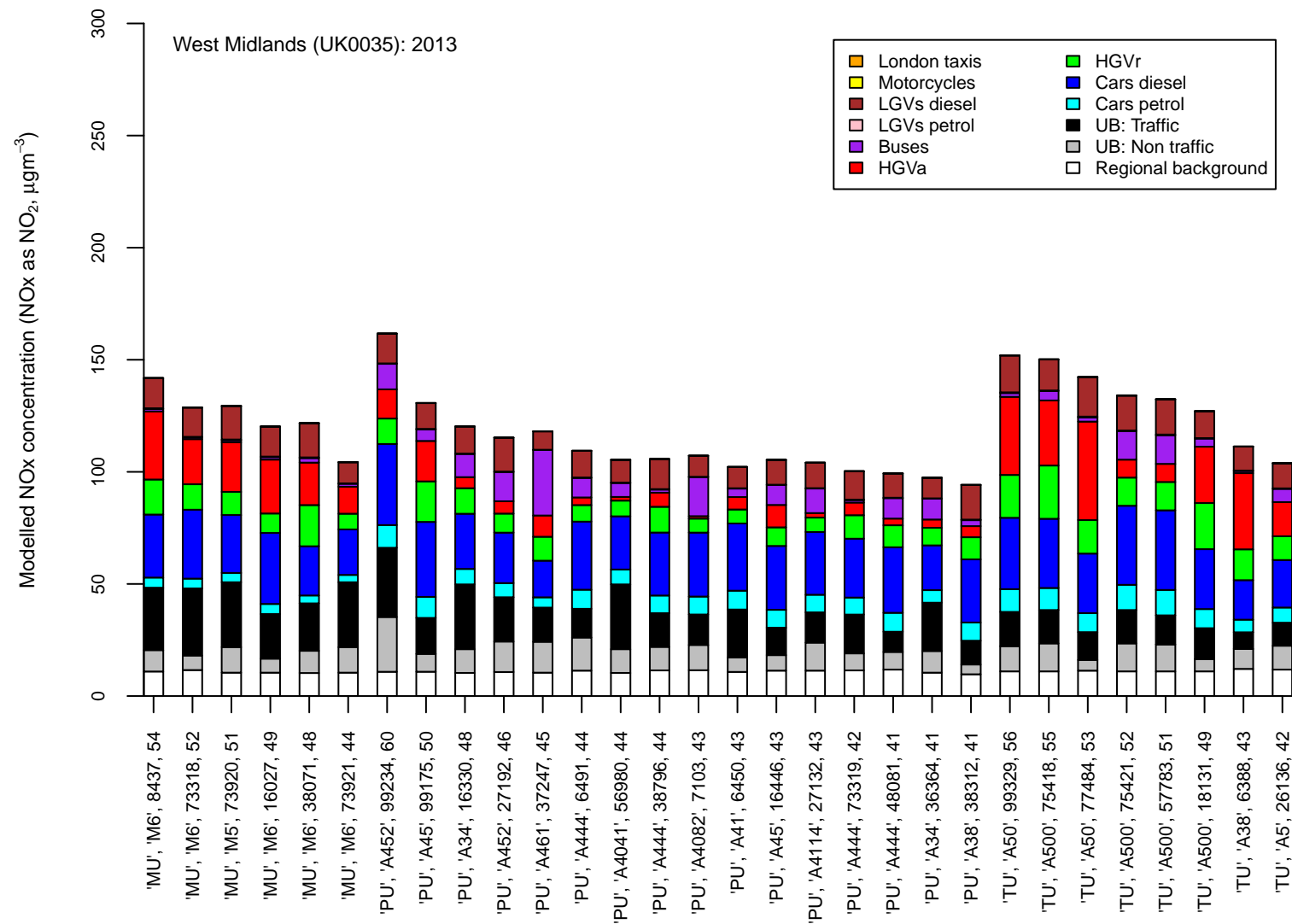
Air Quality Directive 2008/50/EC. Council Directive 2008/50/EC, of 21 May 2008. On ambient air quality and cleaner air for Europe. From the Official Journal of the European Union, 11.6.2008, En series, L152/1

1st Daughter Directive 1999/30/EC. Council Directive 1999/30/EC, of 22 April 1999 relating to limit values for sulphur dioxide, nitrogen dioxide and oxides of nitrogen, particulate matter and lead in ambient air (The First Daughter Directive). From the Official Journal of the European Communities, 29.6.1999, En Series, L163/41.

B Source apportionment graphs

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Figure B.1: Annual mean roadside NO_x source apportionment plots for all roads exceeding the annual mean NO₂ limit value in 2013.



Road class (MU = motorway, PU = primary road, TU = trunk road), road number, censusid 12 and modelled NO₂ concentration (μgm^{-3})

C Tables of measures

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Table C.1 Relevant Local Authority measures within West Midlands (UK0035)

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------------------|---|--|---|----------------|---|
| Birmingham City Council_AQAP 1-1 | Feasibility Study into a Low Emission Zone within City Centre | Reduce emissions from vehicles within a geographically specified area | Traffic planning and management: Low emission zones | Evaluation | Start date: 2013 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Exclusion of all vehicles within a specific area that do not meet Euro 6 (or equivalent) emissions limits Target emissions reduction: No target |
| Birmingham City Council_AQAP 1-2 | LEZ Trial to demonstrate operations and define parameters | Reduce emissions from vehicles within a geographically specified area | Traffic planning and management: Low emission zones | Evaluation | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: As above Target emissions reduction: No target |
| Birmingham City Council_AQAP 3 | Extend the network of Red Routes and assess effectiveness | Improve traffic management on busy routes into and out of city | Traffic planning and management: Management of parking places | Implementation | Start date: 2014 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved vehicle journey times and reliability. Less congestion in specific areas. Target emissions reduction: No target |
| Birmingham City Council_AQAP 4-1 | Highway Improvements to promote effective traffic management | Improve road capacity and traffic management within a specific area | Traffic planning and management: Other measure | Implementation | Start date: 2012 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved vehicle journey times. Less congestion in specific area Target emissions reduction: No target |
| Birmingham City Council_AQAP 5 | Development of Air quality & Planning policy | Planning applications assessed in a strategic manner for impact on local air quality | Other measure: Other measure | Implementation | Start date: 2005 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Strategic, consistent and transparent approach to assessing planning applications on AQ grounds Target emissions reduction: No target |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|--|--|----------------|---|
| Birmingham City Council_AQAP 6 | Regulation of Industry under Environmental Permitting regime | Industry regulated under Environmental Permitting regime | Permit systems and economic instruments: Other measure | Implementation | Start date: 2005 Expected end date: 2030 Spatial scale: Local Source affected: Industry including heat and power production Indicator: Annual Defra return Target emissions reduction: No target |
| Birmingham City Council_AQAP 8 | To increase the number and use of park & ride schemes in accord with the CENTRO Environment Strategy 2009-2014 | Extend number of spaces at Kings Norton Car Park. | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2009 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Increase in Park & Ride usage Target emissions reduction: No target |
| Birmingham City Council_AQAP 9-1 | Improvement of the council fleet | To improve the council run fleet to electric/LPG or low emission vehicles through a procurement policy | Public procurement: Other measure | Implementation | Start date: 2012 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Replacement of council fleet vehicles through procurement strategy Target emissions reduction: No target |
| Birmingham City Council_AQAP 10-1 | Support the CABLED project as a staging point for the further development of ultra-low carbon vehicles and supporting infrastructure | To engage with partners to introduce the infrastructure for electric or LPG gas powered vehicles | Public procurement: Other measure | Implementation | Start date: 2012 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Infrastructure to encourage the use of electric and gas powered vehicles Target emissions reduction: No target |
| Birmingham City Council_AQAP 11 | Support the programme for replacement buses as outlined by CENTRO's Environmental Strategy 2009-2014 | To engage with partners to introduce a bus quality partnership. The aim of which will be the introduction of low emission vehicles over a period of time | Public procurement: Cleaner vehicle transport services | Implementation | Start date: 2012 Expected end date: 2022 Spatial scale: Whole town or city Source affected: Transport Indicator: Replacement of the bus fleet with low emitting vehicles Target emissions reduction: No target |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|--|---|----------------|---|
| Birmingham City Council_AQAP 12-1 | Development of a Taxi Emission Strategy | To introduce a Taxi emission policy linked to emissions. | Public procurement: Cleaner vehicle transport services | Implementation | Start date: 2016 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Transport Indicator: Replacement of taxi fleet with vehicles with low emissions Target emissions reduction: No target |
| Birmingham City Council_AQAP 9-2 | Improvement of the Council fleet - EV | Introduction of EV vehicles | Public procurement: New vehicles, including low emission vehicles | Preparation | Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Delivery of 7 new EV and associated infrastructure Target emissions reduction: No target |
| Birmingham City Council_AQAP 10-2 | Feasibility study covering the development of gas infrastructure - 4 sites | Region wide gas infrastructure to support public and private sector via OLEV funding | Public procurement: Other measure | Preparation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target |
| Birmingham City Council_AQAP 10-3 | Delivery of gas refuelling infrastructure - 4 sites | Region wide gas infrastructure to support public and private sector via OLEV funding | Public procurement: Other measure | Planning | Start date: 2016 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Delivery of 4 gas refuelling sites (dependent upon the FS) Target emissions reduction: No target |
| Birmingham City Council_AQAP 10-4 | Engineering study into H2 supply and refuelling facilities for bus fleet | Feasibility into conversion of buses to H2 | Public procurement: Other measure | Planning | Start date: 2014 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target |
| Birmingham City Council_AQAP 10-5 | Delivery of H2 refuelling infrastructure | H2 infrastructure to support bus fleet | Public procurement: Other measure | Planning | Start date: 2017 Expected end date: 2018 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Delivery of refuelling depot (dependent upon the FS) Target emissions reduction: No target |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|---|--|-----------------------------------|----------------|--|
| Birmingham City Council_AQAP 10-6 | Climate KIC funded Engineering study into EV supply and refuelling facilities for bus fleet | Feasibility into infrastructure to support EV bus conversion / purchase | Public procurement: Other measure | Planning | Start date: 2015 Expected end date: 2016 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target |
| Birmingham City Council_LETCP1 | Development of a regional LES | To develop a regional LES to showcase good practice and provide a road map for future action | Other measure: Other measure | Preparation | Start date: 2012 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of LES Target emissions reduction: No target |
| Birmingham City Council_LETCP2 | Development of a Best Practice Guidance on Air Quality and Procurement | To devise a policy for using the procurement power of a LA to incentivise the uptake of cleaner vehicle technology | Other measure: Other measure | Implementation | Start date: 2012 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of BPG Target emissions reduction: No target |
| Birmingham City Council_LETCP3 | Development of a Best Practice Guidance on Air Quality and Planning | To devise a policy for using the planning process to reduce the impact from transport based emissions arising from new development | Other measure: Other measure | Implementation | Start date: 2012 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of BPG Target emissions reduction: No target |
| Birmingham City Council_AQAP 10-7 | OLEV City Scheme to fund regional charging infrastructure | To provide a WM wide charging infrastructure considering interoperability, universal access, park & ride, grid balancing. | Public procurement: Other measure | Planning | Start date: 2014 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Estimate strategic installation of 40 charging points (rapid / 4 hr combination) combined with park and ride facilities Target emissions reduction: No target |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|---|--|---|-------------|---|
| Birmingham City Council_CENTRO1 | Develop a new Statutory Bus Quality Partnership Scheme | To update the existing SBQPS to improve the bus fleet entering the city centre in line with outputs from the LEZ TFS (AQAP1) | Public procurement: New vehicles, including low emission vehicles | Preparation | Start date: 2014 Expected end date: 2016 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduce the number of higher emitting buses entering the city centre focusing on Euro IV and Euro IV or converted Target emissions reduction: Comparison with existing SBQPS |
| Birmingham City Council_AQAP 10-8 | Feasibility Study to support the development of car clubs in employment areas for SME take up | Car clubs for SME in employment areas where access to parking infrastructure restricted. | Other measure: Other measure | Planning | Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target |
| Birmingham City Council_Freight 1 | Feasibility Study under Horizon 2020 in partnership with IBM to identify sites suitable for freight consolidation centres | Consideration of 'crowd sourcing' technology to route plan HGV movements to show most suitable locations for freight centre | Traffic planning and management: Freight transport measure | Planning | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target |
| Birmingham City Council_Rail 1 | HS2 rail development including new station in the City centre | HS2 rail | Traffic planning and management: Improvement of public transport | Planning | Start date: 2017 Expected end date: 2026 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of HS2 Target emissions reduction: No target |
| Birmingham City Council_Taxi 1 | Increase LPG refuelling infrastructure for Hackney Carriages | Double LPG refuelling depots for Hackney Carriages from 6 to 12 | Public procurement: Other measure | Planning | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase the number of LPG refuelling sites for Hackney Carriages Target emissions reduction: No target |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|---|---|----------------|---|
| Birmingham City Council_Taxi 2 | Conversion of taxis to LPG | Conversion of 80 taxis from diesel to LPG | Public procurement: Other measure | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Convert 80 taxis from diesel to LPG Target emissions reduction: No target |
| Birmingham City Council_AQAP 10-9 | Installation of rapid recharging infrastructure in shopping centres | 8 new rapid recharging points in shopping centres | Public procurement: Other measure | Planning | Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Delivery of 8 new rapid charging points Target emissions reduction: No target |
| Birmingham City Council_AQAP 12-2 | Incentivising cleaner taxi usage at New Street Station | Priority parking scheme for LE taxis at New Street Station | Public procurement: Other measure | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Scheme established Target emissions reduction: No target |
| Birmingham City Council_Water 1 | Feasibility study to support the use of the waterways to transport waste to energy centres | Use of canals to transport waste for energy conversion | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target |
| Birmingham City Council_AQAP 4-2 | Major scheme works (£26 million) to upgrade signalling to improve traffic flow. | Scoot & Mover projects. Consideration of further bus and freight prioritisation. | Traffic planning and management: Other measure | Implementation | Start date: 2015 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Continued improvements Target emissions reduction: No target |
| Birmingham City Council_ROAD 1 | Trial of 20mph zones | Smooth traffic flow and promote safety | Traffic planning and management: Reduction of speed limits and control | Implementation | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Completion of trials Target emissions reduction: No target |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|---|--|----------------|--|
| Birmingham City Council_ROAD 2 | Workplace parking levy | Incentivise modal shift | Traffic planning and management: Management of parking places | Implementation | Start date: 2017 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Introduction of scheme Target emissions reduction: No target |
| Birmingham City Council_POLICY 1 | Free on-street parking / charging for EV users | Incentivise the uptake of cleaner vehicle technology | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Policy position Target emissions reduction: No target |
| Birmingham City Council_POLICY 2 | Birmingham Connected | Umbrella policy for all transport planning activity across the city underpinned by the Birmingham Connected White Paper | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Various indicators Target emissions reduction: No target |
| Birmingham City Council_LETCP 4 | Continuance of the LETCP across the WM Urban Area (7 local authorities) | Policy guidance and regional working across many different professional fields | Other measure: Other measure | Implementation | Start date: 2012 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Continued working Target emissions reduction: No target |
| Birmingham City Council_POLICY 3 | Midlands Connect Infrastructure Strategy covering the West & East Midlands | Lobbying of Government to promote investment in transport sectors to promote economic growth and sustainability | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Economic Growth as a result of strategic transport investment Target emissions reduction: N/A |
| Birmingham City Council_FREIGHT 2 | Development of freight partnership for city centre deliveries | Joint working with Colmore BID to consolidate deliveries and procurement to combine orders and reduce deliveries | Traffic planning and management: Freight transport measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in number of servicing and logistics vehicles entering BID. Reduced traffic flows, air quality benefits etc. Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------------------|--|--|---|----------------|--|
| Birmingham City Council_RAIL 2 | Reinstatement of Camp Hill and Sutton Park rail lines | Lobbying of DfT and Network Rail to reopen lines, including 7 new stations | Traffic planning and management: Improvement of public transport | Planning | Start date: 2014 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Mode shift to rail. Target emissions reduction: N/A |
| Birmingham City Council_RAIL 3 | Upgrading of University and Longbridge stations | Improving the rail stations to promote modal shift | Traffic planning and management: Improvement of public transport | Preparation | Start date: 2016 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Completion of upgrades Target emissions reduction: No target |
| Birmingham City Council_CYCLE 1 | Birmingham Cycle Revolution - £60 million to upgrade infrastructure | Improve infrastructure (new cycle routes) to promote cycling | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2015 Expected end date: 2019 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of BCR programme Target emissions reduction: No target |
| Birmingham City Council_CYCLE 2 | Big Birmingham Bikes | 5000 new bikes for deprived areas of city | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of BCR programme Target emissions reduction: No target |
| Birmingham City Council_POLICY 4 | Feasibility Study into mechanism for monitoring / enforcing workplace travel plans | Workplace travel plans monitoring and enforcement | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2017 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of Feasibility Study Target emissions reduction: No target |
| Birmingham City Council_WALK 1 | Walking Cities Fund of £2 million to promote walking | Engagement with schools to encourage walking and adjust travel patterns | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Various - number of walking trips and distance, air quality, CO2 Target emissions reduction: No target |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------------|---|---|---|----------------|--|
| Birmingham City Council_WALK 2 | Improvement to public rights of way | Mapping to identify required improvement to public rights of way | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Various - number of walking trips and distance, air quality, CO2 Target emissions reduction: No target |
| Wolverhampton City Council_1 | Wolverhampton Interchange project phase 1 | Improve access into the main bus station. Provision of new access road directly from the ring road. Reduction in the number of buses in Lichfield Street, Princess St, Queen St and Stafford St | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2010 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: "A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015". |
| Wolverhampton City Council_2 | Midland Metro city centre extension. | Part of the interchange project the Midland Metro system will be extended from its current terminus at Bilston Street to link with the main line railway station. | Traffic planning and management: Improvement of public transport | Planning | Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_3 | Wolverhampton City Centre Scheme | Creation of a new one way system, pedestrian zones, rationalisation of on street parking, bus lanes and new bus stops along Princess Street, Market Street and Queen Street | Traffic planning and management: Improvement of public transport | Other | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_4 | Railway station access improvement | Creation of a new access road to the railway station off Horesley Fields. Current access is from inside the ring road leading to high levels of traffic within the city centre. | Traffic planning and management: Improvement of public transport | Other | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |

| Measure code | Description | Focus | Classification | Status | Other information |
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| Wolverhampton City Council_5 | Conduct a feasibility study of roadside emission testing. | The City Council (WCC) will evaluate the viability of the testing of vehicle emissions at the roadside. If testing proves to be viable, drivers whose vehicles fail the test could be issued with a fixed penalty notice. | Other measure: Other measure | Evaluation | Start date: 2006 Expected end date: 2008 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_6 | Improve the WCC Fleet. | The City Council will continue to favour low emission vehicles in its own fleet. | Other measure: Other measure | Implementation | Start date: 2006 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_7 | Discourage drivers from allowing their engines to idle unnecessarily when parked. | WCC to undertake a programme of driver awareness/ecodriving. | Other measure: Other measure | Implementation | Start date: 2006 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_8 | Showcase route extension and improvements. | The Council will implement a programme of enhanced bus routes featuring real time information at bus stops, improved bus shelters and lighting at stops and bus priority at junctions. | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2006 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_9 | Increased bus lane enforcement. | Fixed roadside cameras for bus lane enforcement. | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_10 | Increase in passenger capacity of rail network. | The City Interchange Project (see points 1 & 2) forms a major new transport interchange, based upon the existing rail station and bus station. It will provide new linkages and encourage modal shift, enhancing and improving City Centre access. | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2007 Expected end date: 2016 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |

| Measure code | Description | Focus | Classification | Status | Other information |
|-------------------------------|---|--|---|----------------|---|
| Wolverhampton City Council_11 | The investigation of 'Red Routes' to ease congestion. | WCC has completed a demonstration red route scheme on the A449 Stafford Road. | Traffic planning and management: Improvement of public transport | Other | Start date: 2006 Expected end date: 2008 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_12 | Improvement of Urban Traffic Control Systems designed to reduce congestion. | WCC will participate in development of Urban Traffic Control arrangements for the West Midlands. This has identified the best enhancement linkages between the existing centres and between the urban systems and the Highways Agency systems. | Traffic planning and management: Other measure | Implementation | Start date: 2005 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_13 | Wolverhampton Car Share (WCS). | WCC will facilitate a Car Share Coordinator which aims to give those travelling to work an alternative travel option. | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_14 | Promotion of walking. | The City Council has adopted a Walking Strategy as a requirement of Government and the LTP. The Strategy promotes facilities to encourage people to walk for more journeys. It covers all aspects from the provision of pedestrian friendly facilities in new developments, education and promotion of walking as a mode of transport, as well as the maintenance of existing facilities. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2001 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_15 | Promotion of cycling. | WCC has adopted a Cycle Strategy and has an annual rolling programme for cycle facilities. These provide a framework for the City Council to promote and provide additional safe cycle routes, secure cycle parking and training initiatives. The Council will also continue to ensure that new residential and commercial developments provide secure cycle storage facilities and contribute to the cycle network. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2001 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |

| Measure code | Description | Focus | Classification | Status | Other information |
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| Wolverhampton City Council_16 | West Midlands Low Emissions Towns & Cities Program (LETCP) | The LETCP seeks to promote joint working to reduce regulated road transport emissions, primarily oxides of nitrogen (NOx) and particulate matter, as well as securing reductions in greenhouse gases and noise emissions where practicable. Building on policies and measures to discourage vehicle use and encourage a shift to sustainable transport modes, the LETCP aims to achieve improvements in emissions from the vehicle fleet through the accelerated take-up of cleaner fuels and technologies and by discouraging the use of high emission vehicles. | Other measure: Other measure | Implementation | Start date: 2007 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Delivery of work streams Target emissions reduction: See point 1 |
| Wolverhampton City Council_16a | Low Emission Strategy | Overarching Low Emission Strategy for the 7 West Midlands Authorities to improve emissions and concentrations of NO2 and particulates while also seeking to exploit the synergies of CO2 and noise reduction, where possible, through the transformation of the West Midlands vehicle fleet | Other measure: Other measure | Preparation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Adoption of the Low Emission Strategy within each Local Authority area. Target emissions reduction: N/A |
| Wolverhampton City Council_16b | Planning Guidance | Develop a regional Good Practice Planning Guidance which protects residents of future development schemes from exposure to air pollution. The guidance promotes a simplified assessment criteria and definition of sustainability, and incorporates mitigation as standard to help counter cumulative impacts. It applies a procedure for evaluating additional requirements for mitigation and compensation using cost damage analysis. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: See point 1 |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------------|--------------------------------------|---|-----------------------------------|----------------|---|
| Wolverhampton City Council_16c | Procurement Guidance | Develop a regional Good Practice Procurement document with the following key policies and benefits: Local sourcing (reduced vehicle mileage), Sustainable fleet demonstration, specification and contract award criteria, including Government Buying Standards considerations. Development of Whole Life Cost model, including damage costs of environmental impact. Innovative procurement. Development of public private partnerships. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: See point 1 |
| Wolverhampton City Council_16d | Low Emission Zone Feasibility | A technical study into the feasibility of creating a transferable LEZ model for the West Midlands. A range of scenarios were selected (City Centre / Motorway / Street Canyon and Urban Corridor). The study assesses the benefits and disadvantages of emission control policies on key vehicle types for each scenario, including cost benefit analysis and potential costing for implementation, as well as Health Impact Assessment (HIA) of the most effective intervention measures | Other measure: Other measure | Evaluation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions/pollutant concentrations. Target emissions reduction: See point 1 |
| Wolverhampton City Council_17 | OLEV Go Ultra Low City Status Scheme | Submission of a bid for promotion of low emission vehicles and establishment of charging infrastructure | Public procurement: Other measure | Preparation | Start date: 2014 Expected end date: 2021 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Success of the bid Target emissions reduction: See point 1 |
| Wolverhampton City Council_18 | Green Fleet Review | Carry out Green Fleet Review of council's liveried and grey fleets. Plugged In Fleet Initiative (PIFI) review of potential for ULEV vehicles including the introduction of staff pool vehicles. | Other measure: Other measure | Preparation | Start date: 2014 Expected end date: 2021 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------------------|---|--|--|----------------|--|
| Wolverhampton City Council_19 | Local sustainable transport initiatives | Support the broader aims of OLEV by promoting alternative modes of transport to single car occupancy of ICE vehicles, thereby improving air quality & facilitating behaviour change | Public procurement: Other measure | Preparation | Start date: 2014 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Non set Target emissions reduction: See point 1 |
| Wolverhampton City Council_20 | Encouragement of City Centre living | Wolverhampton City Council will continue its strategy to encourage city centre living | Other measure: Other measure | Preparation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Non set Target emissions reduction: N/A |
| Wolverhampton City Council_21 | Energy efficiency | WCC will pursue the uptake of alternative energy sources in council buildings. WCC will work with Wolverhampton Homes to continue its energy efficiency strategy for residential properties. | Other measure: Other measure | Implementation | Start date: 2004 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Non set Target emissions reduction: See point 1 |
| East Staffordshire Borough Council_1 | To investigate the feasibility of Real Time Passenger Information (RTPI) for buses | Installation of RTPI would give live information on bus routes , times, delays etc. to help improve connectivity within the town and take up of alternative transport modes | Traffic planning and management: Improvement of public transport | Planning | Start date: 2010 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Bus Information & Awareness Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_2 | To increase bus access, reliability and promote the enforcement of bus/cycle only access, in turn improving pedestrian safety | To implement measures on High Street, New Street and Union Street in Burton upon Trent | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2008 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Bus Priority Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_3 | To promote and publicise new sustainable transport facilities. | To encourage existing companies to implement Travel Plans and to implement wider travel plans for new local developments | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2012 Expected end date: 2031 Spatial scale: Local Source affected: Transport Indicator: Promoting smarter travel Target emissions reduction: Quantity Unknown |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------------------|---|--|---|----------------|---|
| East Staffordshire Borough Council_4 | To make improvements to bus routes and infrastructure along designated routes through the town. | Improvements to bus access, bus stop infrastructure improvements, information provision, raised kerbs and low floor vehicles | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2008 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Public Transport Partnership Routes (PTPR) Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_5 | To expand cycling provision in Burton | Introduce new National Cycle Network (NCN's) routes and several local links | Traffic planning and management: Expansion of bicycle and pedestrian infrastructure | Implementation | Start date: 2008 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Cycle links and crossings Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_6 | To promote and publicise new sustainable transport facilities. | Designated pedestrian routes at key points within the AQMA | Traffic planning and management: Other measure | Implementation | Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Pedestrian Improvements Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_7 | Burton Railway Station forecourt improvements | To upgrade and improve the layout of Burton Railway Station and bridge strengthening works | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2010 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Railway station infrastructure & access Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_8 | Improve traffic flow on key routes through the Town | A511 and A5189 Route Strategies | Traffic planning and management: Other measure | Implementation | Start date: 2008 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Junction Improvements Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_9 | To improve traffic flow along the Wellington Road corridor | Signalisation and widening of the highway | Traffic planning and management: Other measure | Implementation | Start date: 2008 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Highway capacity improvements Target emissions reduction: Quantity Unknown |

| Measure code | Description | Focus | Classification | Status | Other information |
|---------------------------------------|----------------------------------|--|--|----------------|---|
| East Staffordshire Borough Council_10 | Travel Plan | To review and bring up to date the Travel Plan for East Staffordshire Borough Council staff | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2008 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Promoting smarter travel Target emissions reduction: Exact quantity unknown |
| East Staffordshire Borough Council_11 | Council waste fleet route review | To review current waste fleet routes and implement more efficient routing | Other measure: Other measure | Implementation | Start date: 2008 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Route optimisation Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_12 | Home Working Policy | To review the current policy for staff working from home | Other measure: Other measure | Implementation | Start date: 2009 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Home Working Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_13 | Promoting public transport | Free bus taster tickets for East Staffordshire Borough Council Staff | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2009 Expected end date: 2009 Spatial scale: Whole town or city Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: Quantity Unknown |
| East Staffordshire Borough Council_14 | Eco-driving promotion | Article published in the Council newsletter and Taxi Licensing newsletter to promote eco-driving | Public information and Education: Other mechanisms | Implementation | Start date: 2009 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: minimal impact |
| East Staffordshire Borough Council_15 | Electric bikes | Trialled and purchased 1 electric bike for neighbourhood wardens | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2010 Spatial scale: Whole town or city Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: minimal impact |

| Measure code | Description | Focus | Classification | Status | Other information |
|---------------------------------------|--|---|--|----------------|---|
| East Staffordshire Borough Council_16 | Promoting car-sharing | A car-sharing database was implemented for Council Staff | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: minimal impact |
| East Staffordshire Borough Council_17 | Promoting alternatives to single car occupancy | Staff were tasked with finding alternatives to single car occupancy for 10% of their time over 3 months | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: minimal impact |
| East Staffordshire Borough Council_18 | Promoting cycling | Promotion of cyclescheme during workplace health days | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: Take up unknown |
| East Staffordshire Borough Council_19 | Green Travel Promotion | Alternative travel options promoted to public within an exemplar property | Public information and Education: Other mechanisms | Implementation | Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: N/A |
| East Staffordshire Borough Council_20 | Eco-Stars Recognition Scheme | ECO Stars proactively encourages commercial vehicle operators to operate cleaner vehicles and implement robust fuel management programmes, including elements of driver skills development, vehicle specification and maintenance, use of support systems and performance monitoring and targeting. | Other measure: Other measure | Planning | Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Eco-Stars Fleet Recognition Scheme Target emissions reduction: 14 tonnes NOx / yr 0.55 tonnes PM10 / yr 1428 tonnes CO2 /yr |
| Cannock Chase District Council_1 | Junction Improvements at Churchbridge traffic island, A5 | Reduced congestion will reduce emissions from the east bound lane of the A5 in Bridgtown, where standing traffic is in close proximity to residential property frontages. This in turn will hopefully improve air quality. Completion is due by summer 2015. | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Completion by Summer 2015 Target emissions reduction: Not identified. Likely to have moderate effect on congestion and air quality on approach roads. Approx 1ug/m3. |

| Measure code | Description | Focus | Classification | Status | Other information |
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| Cannock Chase District Council_2 | ECO Stars Fleet Recognition Scheme | Reduce commercial fleet emissions | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Membership of Target emissions reduction: Based on other ECO Stars schemes, estimated emission reductions of 14 tonnes NOx / yr 0.55 tonnes PM10 / yr 1428 tonnes CO2 /yr can be expected for district. |
| Cannock Chase District Council_3 | Work with partners to encourage optimal utilisation of the M6 toll road | Remove HGVs from AQMA on A5 | Traffic planning and management: Other measure | Preparation | Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Vehicle counts Target emissions reduction: Not identified. |
| Cannock Chase District Council_4 | Junction Improvements at A5 / Walk mill Lane / North Street junction | Remove right hand turn, thereby providing lane for through traffic, positioned further from residential properties. | Traffic planning and management: Other measure | Implementation | Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Completion of improvements. Target emissions reduction: >1 ug/m3 reduction at receptor location. Emission reduction not calculated. |
| Cannock Chase District Council_5 | Publicise VOSA 'Smoky Vehicle Hotline' | Addressing excessive particulate emissions from individual vehicles | Public information and Education: Internet | Implementation | Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None available. VOSA unable to provide relevant data. Target emissions reduction: Small - Not quantifiable |
| Cannock Chase District Council_6 | Staffordshire Share-a-Lift Scheme | Encourage car sharing for commuters | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None. Target emissions reduction: Small - Not quantified. |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|---|---|----------------|---|
| Cannock Chase District Council_7 | Review of the road hierarchy and speed limits. | Improve traffic flow and address road safety issues | Traffic planning and management: Reduction of speed limits and control | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Not known. Target emissions reduction: Small - Not quantified. |
| Cannock Chase District Council_8 | Encourage Provision of Cycleways | Modal shift from motor vehicles | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None Target emissions reduction: Small - Not quantified |
| Cannock Chase District Council_9 | Develop a design guidance for local developers in the Churchbridge to Longford area. | Planning Department led initiative to generally improve the environment in the vicinity of the AQMA. | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Other, please specify Indicator: None Target emissions reduction: Small - Not quantified. |
| Cannock Chase District Council_10 | Control industrial emissions through current regulatory system. | Control industrial emissions | Permit systems and economic instruments: Other measure | Implementation | Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Industry including heat and power production Indicator: Statutory requirements Target emissions reduction: Not identified |
| Cannock Chase District Council_11 | LDV/HDV advice on routing | Provision of vehicle operated signals at Churchbridge Traffic Islands to encourage traffic to use Lodge Lane in preference to A5 at busy times: Highways Agency to consider / model potential benefits and to continue to work to secure funding for this option. | Traffic planning and management: Other measure | Implementation | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Completion of scheme Target emissions reduction: Not identified |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|--|--|--|----------------|--|
| Staffordshire Moorlands District Council_0 | Manage Commercial Fleet Vehicle Emissions | Reduce emissions from commercial fleet vehicles using ECO Stars Fleet Recognition Scheme | Other measure: Other measure | Planning | Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of members of Eco Stars Scheme Target emissions reduction: 14 tonnes NOx/yr ; 0.55 Tons PM10 / yr; 1428 CO2 /yr |
| Staffordshire Moorlands District Council_1 | Reduce air quality impacts from development. SMDC Adopted Core Strategy SP4 | Ensure that the effects of pollution (air, land, noise, water, light) are avoided or mitigated by refusing schemes which are deemed to be (individually or cumulatively) environmentally unacceptable and by avoiding unacceptable amenity impacts by refusing schemes which are pollution-sensitive adjacent to polluting developments, or polluting schemes adjacent to pollution sensitive areas, in accordance with national guidance. | Other measure: Other measure | Implementation | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Number of planning consultations regarding AQ Target emissions reduction: N/A |
| Staffordshire Moorlands District Council_2 | Reduce our own road transport emissions (SMDC Environmental Policy) | Reduce fleet vehicle emissions | Other measure: Other measure | Implementation | Start date: 2012 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Mileage /Per capita road transport emissions (CO2) Target emissions reduction: N/A |
| Staffordshire Moorlands District Council_3 | Promote alternatives to private motor vehicles (LTP Policy 5.2) | Reduce emissions from road transport & Respond to current and future climatic conditions | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Bus patronage numbers/ Per capita road transport emissions (CO2) Target emissions reduction: N/A |
| Staffordshire Moorlands District Council_4 | Promote the use of low-emitting vehicles and vehicle efficiency (LTP Policy 5.3) | Reduce emissions from road transport & Respond to current and future climatic conditions | Public procurement: Cleaner vehicle transport services | Implementation | Start date: 2012 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|--|---|--|----------------|--|
| Staffordshire Moorlands District Council_5 | Reduce our own road transport emissions LTP (Policy 5.4) | Reduce emissions from road transport & Respond to current and future climatic conditions | Other measure: Other measure | Implementation | Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Road mileage travelled Target emissions reduction: N/A |
| Staffordshire Moorlands District Council_6 | Raise awareness of environmental issues and encourage people to lead more sustainable lifestyles helping to reduce carbon emission | Promoting sustainable travel and school travel planning | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Bus patronage numbers/ Per capita road transport emissions (CO2) Target emissions reduction: N/A |
| Staffordshire Moorlands District Council_7 | Local Transport Plan Freight Strategy | Careful consideration of any requests to restrict lorry movements in line with actions and priorities in the Local Transport Plan Freight Strategy (2011) | Other measure: Other measure | Implementation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Per capita road transport emissions (CO2) Target emissions reduction: N/A |
| Staffordshire Moorlands District Council_8 | Staffordshire Moorlands District Council's Leek Town Centre Masterplan | Improve Traffic Flows through Leek town Centre : reconfigured bus station with associated access improvements to key town centre routes, improved pedestrian links into the town centre, public realm enhancements within the retail core, further junction modifications and potential new highway capacity south of the town centre to unlock the Cornhill and Barnfields regeneration area | Other measure: Other measure | Implementation | Start date: 2012 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Traffic Flows / Congestion Target emissions reduction: N/A |
| Staffordshire Moorlands District Council_9 | A50 growth Corridor improvements | Improve road flows through the A50 truck road (major road in south of district) | Other measure: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Traffic Flows / Congestion Target emissions reduction: N/A |
| Coventry City Council_1 | Cycle Coventry | New cycle routes, parking | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|-------------------------|--|---|---|----------------|---|
| Coventry City Council_2 | Pinch Point | Road Junction improvements | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2012 Expected end date: 2015 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |
| Coventry City Council_3 | Investment in Urban Traffic Control (UTMC) | Hi-tech traffic management technology | Traffic planning and management: Other measure | Implementation | Start date: 2010 Expected end date: 2014 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |
| Coventry City Council_4 | Junction A45/Kenilworth Road improvements | Upgrade has reduced congestion at busy junction | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduced traffic congestion Target emissions reduction: N/A |
| Coventry City Council_5 | ringroad junction 1 improvements | Improve traffic flow and pedestrian/cycle crossing at busy junction 1 | Traffic planning and management: Other measure | Planning | Start date: 2014 Expected end date: 2016 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |
| Coventry City Council_6 | Public Realm | City Centre sustainable travel initiative | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A |
| Coventry City Council_7 | NUCKLE | Improved rail services on major commuter corridor | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2015 Spatial scale: National Source affected: Transport Indicator: Increased rail journeys Target emissions reduction: N/A |
| Coventry City Council_8 | Whitley bridge construction | Reduce queuing at Jaguar/Land Rover site | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------|--------------------------------|---|--|----------------|---|
| Coventry City Council_9 | Friargate bridge construction | New bridge deck over ring road for sustainable travel | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A |
| Coventry City Council_10 | Coventry Station Access Scheme | Access improvements to encourage rail use | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2019 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Increased rail journeys Target emissions reduction: N/A |
| Coventry City Council_11 | Electric vehicles | on-going trial of Low emissions vehicles within the City Councils fleet such as electric cars and hybrid technology | Public procurement: New vehicles, including low emission vehicles | Implementation | Start date: 2010 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased LEV journeys Target emissions reduction: N/A |
| Coventry City Council_12 | Park and Ride South | Reduce car use. The service currently uses electric buses. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2009 Expected end date: 2010 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Decreased car journeys Target emissions reduction: N/A |
| Coventry City Council_13 | M6 Active Traffic Management | Joint working to reduce traffic congestion | Traffic planning and management: Other measure | Implementation | Start date: 2010 Expected end date: 2015 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |
| Coventry City Council_14 | Tollbar Island Reconstruction | Joint working to reduce queuing on A46/A45. | Traffic planning and management: Other measure | Implementation | Start date: 2013 Expected end date: 2016 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |
| Coventry City Council_15 | Heatline | low carbon energy from waste | Low emission fuels for stationary and mobile sources: Other measure | Implementation | Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced Carbon/NO2 Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------|----------------------|---|--|----------------|---|
| Coventry City Council_16 | Electric City | charging points, driverless car initiatives | Public procurement: Other measure | Implementation | Start date: 2012 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Increased LEV journeys Target emissions reduction: N/A |
| Coventry City Council_17 | Greener City | Green spine to City Centre - promoting walking, cycling | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A |
| Coventry City Council_18 | Deculverting | Introduce more blue infrastructure to City Centre | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2012 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A |
| Coventry City Council_19 | broad gate square | pedestrianisation and public open space | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A |
| Coventry City Council_20 | Council House Square | road narrowing and one-way system | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2013 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A |
| Coventry City Council_21 | Liddice Place | alterations to road junctions to improve traffic flow, widening and re-laying of new pedestrian footpaths. | Traffic planning and management: Other measure | Implementation | Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |
| Coventry City Council_22 | Gosford Street | alterations to some road junctions to improve traffic flow and journey times, and widening and re-laying of new pedestrian footpaths. | Traffic planning and management: Other measure | Implementation | Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------|---|---|--|----------------|---|
| Coventry City Council_23 | Belgrade Square | alterations to some road junctions to improve traffic flow and journey times, and widening and re-laying of new pedestrian footpaths. | Traffic planning and management: Other measure | Implementation | Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased Congestion Target emissions reduction: N/A |
| Coventry City Council_24 | Fuel Poverty Initiatives | Reduced emissions from domestic boilers | Low emission fuels for stationary and mobile sources: Other measure | Implementation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced NO2 emission Target emissions reduction: N/A |
| Coventry City Council_25 | Climate change Strategy | To reduce carbon dioxide emissions by 27.5 per cent. Anticipated similar reduction in NOx | Low emission fuels for stationary and mobile sources: Other measure | Implementation | Start date: 2008 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced NO2 emission Target emissions reduction: N/A |
| Coventry City Council_26 | OLEV bid | large-scale roll out of ultra low emission vehicles across Coventry's travel to work area | Public procurement: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased LEV journeys Target emissions reduction: N/A |
| Coventry City Council_27 | Smarter Network, Smarter Choices | Sustainable Local Transport Fund bid - reducing shorter journeys | Public procurement: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |
| Coventry City Council_28 | Workplace Travel Plans | Monitor and advice service leading to coordination for all major employers | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2012 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A |
| Coventry City Council_29 | Devise Procurement Policy for fleet operators | Encourage low carbon vehicle purchase | Public procurement: New vehicles, including low emission vehicles | Implementation | Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased low carbon vehicle journeys Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------|---------------------------------------|---|---|----------------|---|
| Coventry City Council_30 | Biofuels in Council fleet | Feasibility study completed | Public procurement: New vehicles, including low emission vehicles | Implementation | Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased low carbon vehicle journeys Target emissions reduction: N/A |
| Coventry City Council_31 | EV charging points | Expand City network | Public procurement: Other measure | Implementation | Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased LEV journeys Target emissions reduction: N/A |
| Coventry City Council_32 | City wide low carbon procurement code | Supply chain development to enhance sustainability | Public procurement: Other measure | Implementation | Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased low carbon vehicle journeys Target emissions reduction: N/A |
| Coventry City Council_33 | Street Lighting PFI | Centrally controlled dimming street lighting | Other measure: Other measure | Implementation | Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduced Carbon/NO2 Target emissions reduction: N/A |
| Coventry City Council_34 | Heatline | N/A | Other measure: Other measure | N/A | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced Carbon/NO2 Target emissions reduction: N/A |
| Coventry City Council_35 | Traffic Regulation Order | prohibit Euro I and Euro II buses from passing through the AQMA | Public procurement: Cleaner vehicle transport services | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduced NO2 emission Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------|---------------------------------|--|--|----------------|---|
| Coventry City Council_36 | Pool Meadow | Better sustainable transport access to main bus station -greater use of Pool Meadow Bus Station by creating a two-way bus and bicycle only route across the currently pedestrianised areas | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Reduced congestion Target emissions reduction: N/A |
| Coventry City Council_37 | Relocation of Taxi ranking | remove source of emissions in priority areas congested street canyon | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Reduced NO2 emission Target emissions reduction: N/A |
| Coventry City Council_38 | Bus Showcase Route | showcase service along critical routes Walsgrave / Ansty Road corridor | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Increased bus journeys Target emissions reduction: N/A |
| Coventry City Council_39 | On-street parking enforcement | reduce illegal parking which restricts traffic flows | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduced Congestion Target emissions reduction: N/A |
| Coventry City Council_40 | Improvements in taxi fleet | Introduce newer vehicles with less emissions | Public procurement: Cleaner vehicle transport services | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduced NO2 emission Target emissions reduction: N/A |
| Coventry City Council_41 | Control of Industrial emissions | Active regulation its processes under the Pollution Prevention and Control Act 2000. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Industry including heat and power production Indicator: Reduced NO2 emission Target emissions reduction: N/A |
| Coventry City Council_42 | Emissions from domestic sources | Enforce the provisions of the Clean Air Act 1993 as applied to stack height provision and dark smoke offences | Low emission fuels for stationary and mobile sources: Other measure | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced NO2 emission Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------|------------------------------------|---|--|----------------|--|
| Coventry City Council_43 | Bonfires | Enforce the provisions of the Clean Air Act 1993 etc. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduced NO2 emission Target emissions reduction: N/A |
| Coventry City Council_44 | Public Information | Raise public awareness of air pollution through newsletters and displays around the city | Low emission fuels for stationary and mobile sources: Other measure | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduced NO2 emission Target emissions reduction: N/A |
| Coventry City Council_45 | Rush hour challenge | High profile Corporate sustainable transport event | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduced congestion Target emissions reduction: N/A |
| Coventry City Council_46 | Sustainable Schools Steering Group | Education on sustainability to schools | Low emission fuels for stationary and mobile sources: Other measure | Implementation | Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduced NO2 emission Target emissions reduction: N/A |
| Coventry City Council_L1 | Low Emission Strategy | Overarching Low Emission Strategy for the 7 West Midlands Authorities to improve emissions and concentrations of NO2 and particulates while also seeking to exploit the synergies of CO2 and noise reduction, where possible, through the transformation of the West Midlands vehicle fleet | Other measure: Other measure | Preparation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Adoption of the Low Emission Strategy within each Local Authority area. Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------|-------------------------------|--|--|----------------|---|
| Coventry City Council_L2 | Planning Guidance | Develop a regional Good Practice Planning Guidance which protect residents of future development schemes from exposure to air pollution. The Guidance promote a simplified assessment criteria and definition of sustainability, Incorporates mitigation as standard to help counter cumulative impacts. Applies a procedure for evaluating additional requirements for mitigation and compensation using cost damage analysis. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: N/A |
| Coventry City Council_L3 | Procurement Guidance | Develop a regional Good Practice Procurement document with the following key policies and benefits: Local sourcing (reduced vehicle mileage), Sustainable fleet demonstration, specification and contract award criteria, including Government Buying Standards considerations. Development of Whole Life Cost model, including damage costs of environmental impact. Innovative procurement. Development of public private partnerships. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: N/A |
| Coventry City Council_L4 | Low Emission Zone Feasibility | A technical study into the feasibility of creating a transferable LEZ model for the West Midlands. A range of scenarios were selected (City Centre / Motorway / Street Canyon and Urban Corridor). The study assess the benefits and dis-benefits of emission control policies on key vehicle types for each scenario, including cost benefit analysis and potential costing for implementation, as well as Health Impact Assessment (HIA) of the most effective intervention measures | Traffic planning and management: Low emission zones | Evaluation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions/pollutant concentrations. Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------------------|---|---|---|----------------|---|
| Stoke-on-Trent City Council_AQ1 | Burslem Town Centre Traffic Management Improvements | Reduce unit emissions in the AQMA using traffic management improvements | Traffic planning and management: Other measure | Evaluation | Start date: 2014 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 299 kg/yr |
| Stoke-on-Trent City Council_AQ2 | Cobridge Traffic Management Improvements (including Waterloo Road Corridor) | Reduce unit emissions in the AQMA by improved traffic flow along a strategic road corridor. | Traffic planning and management: Other measure | Implementation | Start date: 2012 Expected end date: 2013 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 389 kg/yr |
| Stoke-on-Trent City Council_AQ3 | Victoria Road Corridor Improvements | Reduce unit emissions on Victoria Road, Fenton | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2012 Expected end date: 2013 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 297 kg/yr |
| Stoke-on-Trent City Council_AQ4a | Lichfield Street Improvements | Reduce unit emissions in the AQMA through improved traffic flow and improved sustainable transport offer. | Traffic planning and management: Improvement of public transport | Preparation | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 322 kg/yr |

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------------------|---|---|--|----------------|---|
| Stoke-on-Trent City Council_AQ4b | Leek Road / Victoria Road Junction - Safety Scheme | 21 road traffic incidents in three years resulted in this scheme being assessed for possible intervention measures. | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: Calculated Annual NOx Reductions 321 kg/yr |
| Stoke-on-Trent City Council_AQ4c | City Road Corridor Improvements | Reduce unit emissions in the AQMA by improved traffic flow, improved measures for walking/cycling and improved road safety between Leek Road & Victoria Road. | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 266 kg/yr |
| Stoke-on-Trent City Council_AQ5a | Station Gateway (Phase 1), University Quarter (Phase 2) and Uni Boulevard (Phase 3) | N/A | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: Calculated Annual NOx Reductions 480 kg/yr |
| Stoke-on-Trent City Council_AQ5b | 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. | Traffic planning and management: Other measure | Evaluation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: Calculated Annual NOx Reductions 480 kg/yr |
| Stoke-on-Trent City Council_AQ6 | 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. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2012 Expected end date: 2013 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 21 kg/yr |

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------------------|---|---|--|----------------|---|
| Stoke-on-Trent City Council_AQ7a | 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. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2012 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 272 kg/yr |
| Stoke-on-Trent City Council_AQ7b | Walk to School Outreach– Living Streets | Reduce unit 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. | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 272 kg/yr |
| Stoke-on-Trent City Council_AQ7c | 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. | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 272 kg/yr |
| Stoke-on-Trent City Council_AQ8 | 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 (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. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 17,750 kg/yr |

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------------------|--|---|---|----------------|--|
| Stoke-on-Trent City Council_AQ9 | 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. | Public procurement: Other measure | Implementation | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 57 kg/yr |
| Stoke-on-Trent City Council_AQ10 | 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. | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2016 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduced emissions Target emissions reduction: Expected emission reduction 7 tonne NOx/yr, 2.22 tonne PM10/yr, 11615 tonne CO2/yr |
| Stoke-on-Trent City Council_HDS1 | Real Time Bus Information | Reduce unit emissions in the AQMA by assisting shift to sustainable transport modes on the existing and growing employment areas | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HDS2 | Improved Access to Health and Leisure facilities | Reduce unit emissions in the AQMA through improved pedestrian and cyclist accessibility to the City's Health & Leisure Facilities, eg Parks, Health Centres, Sports Centres, Museums, Libraries etc | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------------------|---|---|--|----------------|---|
| Stoke-on-Trent City Council_HDS3 | Programme of Bus Stop Improvements | Reduce unit emissions in the AQMA through improved accessibility to public transport, higher quality infrastructure | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HDS4 | 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, eg Parks, Health Centres, Sports Centres, Museums, Libraries etc | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HDS5 | 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 | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HDS6 | 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 | Traffic planning and management: Other measure | Planning | Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|--|---|----------------|--|
| Stoke-on-Trent City Council_HDS7 | Etruria Road Corridor Improvements(Growth Deal) | Reduce unit emissions in the AQMA through re-allocation of roadspace, traffic management and public realm measures along this arterial route into the City Centre | Traffic planning and management: Other measure | Planning | Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HDS8 | 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 | Traffic planning and management: Other measure | Planning | Start date: 2017 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HDS9 | 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 | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HDS10 | 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. | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HDS11 | Potteries Way / Bucknall Rd Junction Improvement | Reduce unit emissions in the AQMA through a major new junction improvement on the Potteries Way City Centre Ring Road, updating the operation of the signaling arrangements, introduction of UTC and improved junction capacity. | Traffic planning and management: Other measure | Evaluation | Start date: 2017 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved average congestion (miles/minute) Target emissions reduction: Not calculated |

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------------------|---|---|---|----------------|---|
| Stoke-on-Trent City Council_HBE1 | Community Rail Partnership | Encouraging more use of local rail services by improving service and station quality, awareness and promotion campaigns | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2005 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased use of local rail services Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HBE2 | Concessionary Bus Pass Scheme | Providing free bus travel to those eligible | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Maintaining use of local bus services Target emissions reduction: Not calculated |
| Stoke-on-Trent City Council_HBE3 | Home to Work Scheme | Providing transport assistance to those with job offers | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of clients assisted Target emissions reduction: Not calculated |
| Worcester City Council_5.1.7 | Improvement of signage for traffic to avoid AQMA | Encourage strategic traffic to avoid travelling through the AQMA and directing traffic via other routes | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Decrease in traffic flows through AQMA. Decrease in number of strategic journeys through AQMA Target emissions reduction: 5-10% |
| Worcester City Council_5.2.2 | Freight Quality Partnership (work with sat nav providers) | Encourage freight vehicles to avoid AQMA and find alternative routes through work with sat nav data providers to ensure freight is routinely routed around AQMA | Traffic planning and management: Other measure | Evaluation | Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Significant reduction of strategic freight diverted away from AQMA. Target emissions reduction: 5-25% |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------------------|---|--|---|----------------|--|
| Worcester City Council_DD3 and 5.1.1 | Alteration to Traffic Light Phasing in and around Dolday | Explore whether alteration to traffic light phasing around the Dolday AQMA could improve flow within the AQMA, specifically in area where measured NO2 is particularly high | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved flow of traffic around Dolday. Reduction in queuing times. Target emissions reduction: 1-2% |
| Worcester City Council_5.2.1/DD5 | Bus Quality Partnership (as part of a wider Worcester City Centre Accessibility Masterplan Strategy and combined Low Emission Strategy) | Reduce bus related emissions in AQMA through use of Bus Quality Partnerships (BQP) with local operators. Worcester City bus station is located on perimeter of Dolday AQMA and as such bus contribution to emissions is high | Retrofitting: Retrofitting emission control equipment to vehicles | Evaluation | Start date: 2018 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Elimination of lower Euro standard buses (which Euro Standards to be agreed should political support for such an action be secured) by as yet unknown date. Target emissions reduction: 5-25% |
| Worcester City Council_5.5.3 | Encourage uptake of employer and residential travel plans for major employers and new developments to area | Promotion of alternative modes of transport through organisation and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1% |
| Worcester City Council_5.3.2 | Encourage car sharing | Promote development and use of car sharing through potential County-wide personal travel planning service | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of people car sharing Target emissions reduction: <1% |
| Worcester City Council_5.3.7 | Install secure cycle parking shelters | Encourage cycling as a mode of transport into the city centre | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2015 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of secure cycle parking shelters in City, increase in use of secure cycle parking shelters Target emissions reduction: <1% |

| Measure code | Description | Focus | Classification | Status | Other information |
|-------------------------------|---|---|---|-------------|---|
| Worcester City Council_5.2.5 | Greening Council and Business Fleets | Secure use of "cleaner" fuels/higher Euro standard vehicles for Council and Business fleets. Support bid for installation of CNG facility in Worcestershire | Traffic planning and management: Other measure | Planning | Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Increase in number of Council and business fleet vehicles of higher Euro Standard and/or utilising alternative fuels Target emissions reduction: <1% |
| Worcester City Council_5.6.9 | Development of a Low Emission Strategy for Worcestershire | Development and implementation of low emission strategy to contain a variety of strategies aimed at reducing emissions. | Other measure: Other measure | Evaluation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Formal adoption and implementation of Low Emission Strategy Target emissions reduction: currently unknown - dependant on what measures are included in any Low Emission Strategy and if political support for a Low Emission Strategy can be secured. |
| Worcester City Council_5.2.10 | Installing electric vehicle charging points | Encourage and facilitate use of electric vehicles through increased provision of charging points | Other measure: Other measure | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Increase in availability of EV charging points and corresponding increase in use of electric vehicles Target emissions reduction: 0.015 |
| Worcester City Council_5.5.4 | Encourage developers to provide sustainable transport facilities and links serving new developments | Encourage and facilitate uptake of sustainable modes of transport where new developments are proposed | Other measure: Other measure | Preparation | Start date: 2013 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Greater provision of sustainable transport facilities and links servicing new developments Target emissions reduction: <1% |

| Measure code | Description | Focus | Classification | Status | Other information |
|------------------------------|---|---|--|----------------|---|
| Worcester City Council_5.2.4 | Railway Enhancements | Improvements to trains, stations, services etc to encourage and facilitate increased use of rail travel | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2013 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of new Worcester Parkway rail station. Increased use of Worcester Foregate Street station following refurbishment. Target emissions reduction: <1% |
| Worcester City Council_5.3.1 | Travel Planning | Promotion of alternative modes of transport through business and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1% |
| Worcester City Council_5.4.5 | Raise the profile and increase awareness of air quality within the region | Raise the profile and increase awareness of air quality within the region | Public information and Education: Other mechanisms | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased awareness at District, County and general public levels of air quality issues across the County Target emissions reduction: <1% |
| Worcester City Council_5.3.9 | Smarter Choices - Choose How You Move marketing initiatives | Promotion of alternative modes of transport through organisation and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1% |
| Worcester City Council_5.4.4 | Make air quality information more available and accessible | Proactive publication of information on WRS website | Public information and Education: Internet | Implementation | Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved availability of air quality information. More information proactively published on website. Target emissions reduction: <1% |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|---|---|---|----------------|--|
| Worcester City Council_5.5.1 | Produce Air Quality Supplementary Planning Document | Provide consistent approach to planning application and mitigation through production and adoption of Supplementary Planning Document for Air Quality | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Formally adopted and utilised AQ SPD at all six LPAs across Worcestershire Target emissions reduction: <1% |
| Worcester City Council_5.6.3 | Air Quality Networks | Collaboration between networks of neighbouring local authorities to tackle air quality in their area | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved cross boundary working between local authorities in Worcestershire Target emissions reduction: <1% |
| Worcester City Council_5.6.8 | Forge closer links with local health agencies | Improve relationships with health agencies to ensure public health aspect of air quality continues to be relevant | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Participation of relevant health agencies in the Worcestershire Air Quality Steering Group Target emissions reduction: <1% |
| Worcester City Council_Non Action Plan Measure | Introduction of a Journey Time Management System (JTMS) around A4440. | Real time journey time information, based on GPS/Bluetooth data, displayed on VMS boards around Worcester City on A4440 as part of wider improvement works. | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of vehicles staying on A4440 to reach destination rather than diverting through the City in search of a "quicker" route. Reduction in number of strategic trips through the city centre Target emissions reduction: 1%-5% |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|---|--|--|-------------|--|
| Worcester City Council_NAWC1 | Develop and implement Worcester City Centre Masterplan and combined Low Emission Strategy | Worcester City Council in conjunction with Worcestershire County Council to develop a City Centre Masterplan, WRS to facilitate development and implementation of a Low Emission Strategy to be combined with the City Centre Masterplan | Other measure: Other measure | Evaluation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Formal adoption and implementation of City Centre Masterplan and Low Emission Strategy Target emissions reduction: currently unknown - will depend on the measures put in place as part of the Low Emission Strategy and wider Masterplan. Estimate emission reduction could be as high as 40% |
| Worcester City Council_5.3.8 | Promote and support walking and cycling initiatives in Worcestershire | Initiative to encourage the uptake of walking and cycling by promoting the benefits using various packages such as The Chose How You Move Initiative | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour to more sustainable modes of transport e.g. walking, cycling, public transport Target emissions reduction: 0.01 |
| Worcester City Council_5.3.4 | Promote flexible working arrangements | Promotion of flexible working arrangements with local businesses to include working from home opportunities, staggered start times etc. | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in use of flexible working arrangements with local businesses. Target emissions reduction: <1% |
| Worcester City Council_5.1.5/LRH5 | Loading and unloading restrictions during peak traffic times | Creation and implementation of TRO to restrict loading and unloading during peak times | Traffic planning and management: Other measure | Evaluation | Start date: 2018 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Introduction and implementation of TRO during peak times. Reduced incidence of loading and unloading during peak times and therefore improved flow/reduced congestion. Target emissions reduction: 5-10% |

| Measure code | Description | Focus | Classification | Status | Other information |
|---|---|--|--|----------------|--|
| Worcester City Council_5.2.1 | Bus Quality Partnership (as part of a wider Worcester City Centre Accessibility Masterplan Strategy and combined Low Emission Strategy) | Reduce bus related emissions in AQMA through use of Bus Quality Partnerships (BQP) with local operators. Lowesmoor is a primary arterial bus route serving the city centre therefore emission contributions from buses are high. | Public procurement: Cleaner vehicle transport services | Evaluation | Start date: 2018 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Elimination of lower Euro standard buses (which Euro Standards to be agreed should political support for such an action be secured) by as yet unknown date. Target emissions reduction: 5-25% |
| Worcester City Council_5.1.1 | Alteration to phasing of traffic light systems | Explore alteration of traffic light phasing for signal systems within and affecting AQMA | Traffic planning and management: Other measure | Implementation | Start date: 2013 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Improved flow of traffic through Lowesmoor. Reduced congestion. Reduced volume of traffic. Target emissions reduction: 5-10% |
| Worcester City Council_LRH6 | Number of bus routes and non pull-in stops in AQMA | Move bus stops out of AQMA or create pull-in stops (if feasible) to improve flow. | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Location of bus stops changed to minimise congestion and traffic flow problems Target emissions reduction: 1-5% |
| Worcester City Council_LRH7 | Traffic lights onto Lowesmoor Terrace cause congestion | During consultation County Council advised that congestion caused by contravention of existing TRO that restricts traffic eastbound through Lowesmoor during afternoon peak times - improve enforcement of existing TRO | Traffic planning and management: Other measure | Implementation | Start date: 2013 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Decreased in non-permitted vehicles along Lowesmoor at restricted times resulting in reduced volume of traffic and reduced congestion. Target emissions reduction: 5-10% |
| Sandwell Metropolitan Borough Council_1 | Birmingham Road (A457) Oldbury - Possible Relocation of Existing Residential Receptors | Removal of residents from identified NO2 exceedance area | Other measure: Other measure | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Other, please specify Indicator: Reduction in residential exposure Target emissions reduction: No Reduction identified |

| Measure code | Description | Focus | Classification | Status | Other information |
|---|---|---|---|------------|---|
| Sandwell Metropolitan Borough Council_2 | Birmingham Road (A457) Oldbury - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Evaluation | Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Reduction in NO2 and PM10 Concentrations Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_3 | Dudley Road East /Roway Lane Oldbury - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Evaluation | Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Reduction in NO2 and PM10 Concentrations Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_4 | M5 J1-J2, Oldbury & West Bromwich & M6 J7-J8/M5, Great Barr & Yew Tree | Improvements to traffic flow on M6 through implementing a programme to reduce incident response times to 20 minutes (from 60 minutes) 24 hours a day, seven days a week | Traffic planning and management: Other measure | Evaluation | Start date: 2009 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in Incident Response Time Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_5 | M5 J1-J2, Oldbury & West Bromwich & M6 J7-J8/M5, Great Barr & Yew Tree | An improved system of contingency planning for the motorway network to improve traffic flows | Traffic planning and management: Other measure | Evaluation | Start date: 2009 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved planning - Regular review of procedures and policies Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_6 | M5 J1-J2, Oldbury & West Bromwich & M6 J7-J8/M5, Great Barr & Yew Tree | Evaluate the suitability of active traffic management to improve traffic flows on the M6 | Traffic planning and management: Other measure | Evaluation | Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved Traffic Flows and Emission Reduction Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_7 | Regional Motorway Improvements | A planned link between the M54 and M6/M6 Toll to relieve congestion on M6 Junctions 8-10A | Traffic planning and management: Other measure | Planning | Start date: 2013 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved Traffic Flows and Emission Reduction Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|---|--|---|------------|--|
| Sandwell Metropolitan Borough Council_8 | M5 J1-J2, Oldbury & West Bromwich & M6 J7-J8/M5, Great Barr & Yew Tree | Ramp metering of junctions 1&2 M5 and junctions 11&16 M6 | Traffic planning and management: Other measure | Evaluation | Start date: 2008 Expected end date: 2008 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_9 | Newton Rd / Birmingham Rd (A34) Great Barr - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Evaluation | Start date: 2009 Expected end date: 2010 Spatial scale: Local Source affected: Transport Indicator: Improved Traffic Flows and Emission Reduction Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_10 | Metro Extension (Phase 2 Varsity North) | Enlarging Metro network and increasing patronage | Traffic planning and management: Improvement of public transport | Other | Start date: 2014 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: New route introduced and increase in patronage. Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_11 | Bearwood Road - Bus Showcase | Upgrade bus infrastructure to improve patron experience and patronage. | Traffic planning and management: Improvement of public transport | Evaluation | Start date: 2008 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Increases bus patronage Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_12 | Metro Extension (Birmingham West route - Hagley Road) | Enlarging Metro network and increasing patronage | Traffic planning and management: Improvement of public transport | Evaluation | Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduction in congestion due to extra routes and patronage Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_13 | Hagley Road (A456) Bearwood - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Evaluation | Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|---|---|---|------------|---|
| Sandwell Metropolitan Borough Council_14 | Blackheath Bypass | New bypass, plus implementation of scheme to maximise use of bypass. Potential 40% reduction in emission may be achieved in town centre | Traffic planning and management: Other measure | Evaluation | Start date: 2005 Expected end date: 2006 Spatial scale: Local Source affected: Transport Indicator: Reduction in vehicles in Town Centre Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_15 | Blackheath - 'In Town Without My Car Day' | Encourage Town centres users to travel by alternative methods. | Traffic planning and management: Encouragement of shift of transport modes | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Reduction in vehicles in Town Centre Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_16 | High Street / Powke Lane Blackheath - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_17 | Bromford Lane (Inc Kelvin Way / Brandon Way) West Bromwich - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Evaluation | Start date: 2012 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_18 | Trinity Way / Kenrick Way West Bromwich - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Evaluation | Start date: 2012 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved Traffic Flows and Emission Reduction Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_19 | All Saints Way / Expressway (A41) West Bromwich junction improvements | Construction of an underpass beneath existing junction. | Traffic planning and management: Other measure | Evaluation | Start date: 2010 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|--|--|---|----------------|---|
| Sandwell Metropolitan Borough Council_20 | All Saints Way / Expressway (A41) West Bromwich - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Evaluation | Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_21 | Sedgley Road East /Dudley Port Tipton - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_22 | Soho Way /Grove Lane / Cranford Street - Red Route treatment including the control of parking to ease congestion. | Improving traffic flow | Traffic planning and management: Other measure | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_23 | Reducing Council Vehicle Emissions | Purchased vehicles to meet progressively tighter emission controls | Other measure: Other measure | Implementation | Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved Vehicle Fleet Makeup Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_24 | Promotion of Eco -Driving | Develop strategy to encourage drivers to drive economically | Public information and Education: Other mechanisms | Implementation | Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_25 | Anti -Idling | Encourage drivers to switch off engines when stationary | Traffic planning and management: Other measure | Other | Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved vehicle emissions Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|--|--|--|----------------|--|
| Sandwell Metropolitan Borough Council_26 | Vehicle Emission Testing | Establish a programme of vehicle emission testing | Other measure: Other measure | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved vehicle emissions Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_27 | Improving Public Transport | Showcase Bus Route Improvements | Traffic planning and management: Improvement of public transport | Evaluation | Start date: 2007 Expected end date: 2009 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_28 | Improving Public Transport Branding | Ongoing programme of brand improvement and public awareness including Safer Network, Improved Connections, Signage and Access. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2008 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved user patronage / user surveys Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_29 | Improving Public Transport Information | Implementation of the CENTRO Network 'N' Brand increases awareness of transport availability, interconnectivity of transport types, information available online and at transport stops. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2009 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved user patronage / user surveys Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_30 | Expansion of Midland Metro | Midland Metro Extension Wednesbury to Brierly Hill | Traffic planning and management: Improvement of public transport | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Implementation of route and increasing patronage. Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_31 | Expansion of Midland Metro | Midland Metro Extension '5W's line Wednesbury to Walsall | Traffic planning and management: Improvement of public transport | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Implementation of route and increasing patronage. Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|---|--|---|----------------|---|
| Sandwell Metropolitan Borough Council_32 | Increased Bus Lane Enforcements | Increased number of bus lane enforcement cameras | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Increased enforcement actions Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_33 | Urban Traffic Control Systems | UTC System aimed at reducing congestion | Traffic planning and management: Other measure | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_34 | Burnt Tree Junction Improvements | Traffic light controlled junction replacing exisiting roundabout. | Traffic planning and management: Other measure | Evaluation | Start date: 2009 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows, reduced queue lengths / trip times and emission reduction. Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_35 | Owen Street Railway Crossing | Closure of level crossing and construction of alternative road route including tunnel. | Traffic planning and management: Other measure | Evaluation | Start date: 2009 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and congestion / emission reduction Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_36 | Cradley Heath Bypass | Construction of bypass to re-route through traffic away from High Street | Traffic planning and management: Other measure | Evaluation | Start date: 2006 Expected end date: 2007 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_37 | Air Quality considerations to be included in the Local Development Framework. | Policies seek to reduce the need to travel and promote the use of alternative travel modes | Other measure: Other measure | Implementation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduction in emissions and recorded pollutant concentrations Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|-------------------------------------|--|--|----------------|---|
| Sandwell Metropolitan Borough Council_38 | Section 106 Agreements | Investigate practicality of section 106 agreements to secure monitoring for funding and mitigation where Air Quality issues are identified | Other measure: Other measure | Implementation | Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Section 106 Agreements secured Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_39 | Air Quality Guidance for Developers | Air Quality Guidance for Developers to follow when submitting planning applications | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Other, please specify Indicator: Production of Guidance and ongoing use by developers Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_40 | Stourbridge to Walsall Freight Line | Council to support the reopening of the line for freight | Traffic planning and management: Freight transport measure | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Re-opening of the line Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_41 | Congestion Charging | Council to continue to monitor the implications and effectiveness of congestion charging proposals | Traffic planning and management: Low emission zones | Evaluation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_42 | Energy Efficiency Advice | Continuation of Sandwell's Energy Efficiency Advice Centre | Public information and Education: Other mechanisms | Implementation | Start date: 2009 Expected end date: 2030 Spatial scale: Local Source affected: Commercial and residential sources Indicator: Uptake of advice Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_43 | Promotion of Walking | Development of a Walking Strategy to encourage uptake of walking as a positive alternative to private car use. Improved health and reduction in pollutant emissions. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2013 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Adoption of Walking strategy and increase in walking initiatives Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|---|---|--|----------------|---|
| Sandwell Metropolitan Borough Council_44 | Promotion of Cycling | Developemnt of a Cycling Strategy to improve cycling update | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Adoption of Cycling Strategy and uptake of cycling Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_45 | Travel Plans | Encourage Travel Plans for Employers, Schools and Hospitals | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2006 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Development and Adoption of Travel Plans Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_46 | Website Air Quality Information | Update Council website to publish and promote air quality information | Public information and Education: Internet | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Update of website at regular intervals Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_47 | Car Sharing | Promote Car Sharing for Sandwell residents and businesses | Other measure: Other measure | Implementation | Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of members signed up and using carsharing scheme Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_48 | Sustainable School Travel | Provide air quality information and promote sustainable travel in schools | Traffic planning and management: Encouragement of shift of transport modes | Other | Start date: 2009 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Uptake of advice in schools Target emissions reduction: N/A |
| Nuneaton and Bedworth Borough Council_1 | identify and bring forward traffic management improvements in Nuneaton town centre, particularly where they will benefit the two AQMAs. | N/A | Traffic planning and management: Other measure | Preparation | Start date: 2012 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Number of measures implemented or started Target emissions reduction: 1-2 ?g/m3 |

| Measure code | Description | Focus | Classification | Status | Other information |
|---|--|-------|---|----------------|--|
| Nuneaton and Bedworth Borough Council_2 | identify measures to reduce the impact of HGV movements within the area. | N/A | Traffic planning and management: Other measure | Other | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: measures to reduce HGV movements Number of measures approved by WCC Number of measures implemented/started Target emissions reduction: 0.2 – 0.5 ?g/m3 |
| Nuneaton and Bedworth Borough Council_3 | improvements for pedestrians and cyclists within the area. | N/A | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2005 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Metres of paths improved / developed for pedestrians and cyclists in Nuneaton particularly in AQMAs. Target emissions reduction: 0.2 – 0.5 ?g/m3 |
| Nuneaton and Bedworth Borough Council_4 | integration of public transport in Nuneaton, including improvements for bus, rail and community transport infrastructure and services. | N/A | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: No. of improvement Target emissions reduction: 0.2 – 0.5 ?g/m3 |
| Nuneaton and Bedworth Borough Council_5 | School and Workplace Travel Plans | N/A | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2008 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of new travel plans in place. Target emissions reduction: 0.2 – 0.5 ?g/m3 |
| Nuneaton and Bedworth Borough Council_8 | work with partners to deliver improvements in vehicle emissions. | N/A | Public procurement: Cleaner vehicle transport services | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of new / improved vehicles within fleets Target emissions reduction: 1-2 ?g/m3 |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|---|---------------------------------------|--|----------------|--|
| Nuneaton and Bedworth Borough Council_13 | work together with partners to promote and implement energy efficiency measures | N/A | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of consultations provided Council's energy efficiency figures Target emissions reduction: 0 - 0.2 ?g/m3 |
| Newcastle-under-Lyme Borough Council_1 | Staffordshire ECO-Stars Scheme | Fleet operators | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_2 | Air Quality action plan - Newcastle under Lyme Town Centre | NO2 reduction | Traffic planning and management: Other measure | Preparation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_3 | Air Quality Action plan - Kidsgrove Town Centre | NO2 reduction | Traffic planning and management: Other measure | Preparation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_4 | Air Quality action plan - Maybank, Wolstanton, Porthill | NO2 reduction | Traffic planning and management: Other measure | Preparation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_5 | Air Quality action plan - Little Madeley | NO2 reduction | Traffic planning and management: Other measure | Preparation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_6 | Identification of premises requiring an Environmental Permit | Compliance with statutory obligations | Permit systems and economic instruments: Other measure | Other | Start date: 2015 Expected end date: 2030 Spatial scale: National Source affected: Transport Indicator: N/A Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|---|--|--|--|----------------|---|
| Newcastle-under-Lyme Borough Council_7 | Development of Air Quality Strategy for Newcastle under Lyme | compliance and improvement and maintenance of aq | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_8 | Supplementary planning guidance / developers guidance relating to AQ including potential damage cost mitigation formula | Compliance | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_9 | identification of AQ related policies supported by evidence for inclusion in New Newcastle under Lyme and Stoke on Trent joint local plan | compliance and improvement and maintenance of aq | Other measure: Other measure | Other | Start date: 2018 Expected end date: 2030 Spatial scale: Local Source affected: Agriculture Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_10 | Improving access to rail services at Kidsgrove by installing an accessible to all footbridge/ Improved Bus / Rail Interchange and waiting facilities with RTPI, safer pedestrian and cycle access routes and taxi facilities | Rail users | Traffic planning and management: Improvement of public transport | Planning | Start date: 2017 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_11 | Barracks Road Bus Priority | Bus users | Public information and Education: Other mechanisms | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_12 | Improved bus facilities at Keele University | N/A | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_13 | SMART Bus Ticket Multi-operator) | Bus users | Other measure: Other measure | Implementation | Start date: 2010 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|---|--|-------------------------------|---|----------------|---|
| Newcastle-under-Lyme Borough Council_14 | Real Time Passenger nformation system at Bus Stops on Keele to Hanley Route | Bus users | Public information and Education: Other mechanisms | Implementation | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_15 | Bus service improvments across the Borough | Bus users | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_16 | Stoking Employment in North Staffordshire to improve sustainable transport in the major employment sites at Keele University Scienece and Business Park, Chatterley Valley and Etruria Valley inclduing enhanced traffic management, bus priority, passenger inforation, safe pedestrian environments. LSTF fundedmeasures | Sustainable transport choices | Traffic planning and management: Improvement of public transport | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_17 | Availability of information and implementaion of walking / cycling initiatives | N/A | Traffic planning and management: Encouragement of shift of transport modes | Other | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_18 | Newcastle Greenway improvements to supoort and encourage walking and cycling along a connected network of walking and cycling routes | N/A | Traffic planning and management: Encouragement of shift of transport modes | Other | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_19 | Safer Routes to School - enforcment and engineering measures to reduce reliance on cars and encourage sustainable transport | N/A | Traffic planning and management: Encouragement of shift of transport modes | Other | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|---|---|-------------------------------|---|----------------|---|
| Newcastle-under-Lyme Borough Council_20 | 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 | Bus users | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_21 | 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 | Sustainable transport choices | Traffic planning and management: Other measure | Other | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_22 | (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 | Sustainable transport choices | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_25 | 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. | sustainable transport choices | Other measure: Other measure | Implementation | Start date: 2013 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Newcastle-under-Lyme Borough Council_26 | 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. | N/A | Other measure: Other measure | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|---|-----------------------|---|------------------------------|----------------|--|
| Sandwell Metropolitan Borough Council_1 | Low Emission Strategy | Overarching Low Emission Strategy for the 7 West Midlands Authorities to improve emissions and concentrations of NO2 and particulates while also seeking to exploit the synergies of CO2 and noise reduction, where possible, through the transformation of the West Midlands vehicle fleet | Other measure: Other measure | Preparation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Adoption of the Low Emission Strategy within each Local Authority area. Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_2 | Planning Guidance | Develop a regional Good Practice Planning Guidance which protect residents of future development schemes from exposure to air pollution. The Guidance promote a simplified assessment criteria and definition of sustainability, Incorporates mitigation as standard to help counter cumulative impacts. Applies a procedure for evaluating additional requirements for mitigation and compensation using cost damage analysis. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: N/A |
| Sandwell Metropolitan Borough Council_3 | Procurement Guidance | Develop a regional Good Practice Procurement document with the following key policies and benefits: Local sourcing (reduced vehicle mileage), Sustainable fleet demonstration, specification and contract award criteria, including Government Buying Standards considerations. Development of Whole Life Cost model, including damage costs of environmental impact. Innovative procurement. Development of public private partnerships. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|---|--|--|---|-------------|---|
| Sandwell Metropolitan Borough Council_4 | Low Emission Zone Feasibility | A technical study into the feasibility of creating a transferable LEZ model for the West Midlands. A range of scenarios were selected (City Centre / Motorway / Street Canyon and Urban Corridor). The study assesses the benefits and dis-benefits of emission control policies on key vehicle types for each scenario, including cost benefit analysis and potential costing for implementation, as well as Health Impact Assessment (HIA) of the most effective intervention measures | Traffic planning and management: Low emission zones | Evaluation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions/pollutant concentrations. Target emissions reduction: N/A |
| Wyre Forest District Council_WG4 | Normal length buses block road in narrow bends | Buses cause blockage in road leading to back up of traffic not being able to pass. Encourage bus companies through Bus Quality partnership to use shorter length buses on route. | Traffic planning and management: Improvement of public transport | Preparation | Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: More shorter length buses seen in AQMA area Target emissions reduction: 0.02 |
| Wyre Forest District Council_5.1.1 | Alteration to phasing of traffic light systems | Two sets of traffic lights (pedestrian crossings) seen to affect traffic build up in AQMA. | Traffic planning and management: Other measure | Other | Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Decrease in congestion within AQMA area Target emissions reduction: 0.03 |
| Wyre Forest District Council_5.1.5 | Loading and unloading restrictions during peak traffic times | Restrictions are already in place but further enforcement believed to improve traffic flow with AQMA. | Traffic planning and management: Management of parking places | Preparation | Start date: 2015 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Decrease in illegally parked vehicles Target emissions reduction: 0.02 |
| Wyre Forest District Council_5.1.3 | HGV or weight restriction on affected roads | Encourage HGVs to avoid AQMA and find alternative routes | Traffic planning and management: Other measure | Preparation | Start date: 2015 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Less HGV's travelling through AQMA Target emissions reduction: 0.02 |

| Measure code | Description | Focus | Classification | Status | Other information |
|-------------------------------------|--|---|--|-------------|--|
| Wyre Forest District Council_5.5.4 | Encourage developers to provide sustainable transport facilities and links serving new developments | Encourage and facilitate uptake of sustainable modes of transport where new developments are proposed | Other measure: Other measure | Preparation | Start date: 2013 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Greater provision of sustainable transport facilities and links servicing new developments Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.3.2 | Encourage car sharing | Promote car sharing services within Wyre Forest | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of people car sharing Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.2.5 | Greening Council and Business Fleets | Secure use of "cleaner" fuels/higher Euro standard vehicles for Council and Business fleets. Support bid for installation of CNG facility in Worcestershire | Traffic planning and management: Other measure | Planning | Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Increase in number of Council and business fleet vehicles of higher Euro Standard and/or utilising alternative fuels Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.2.10 | Installing electric vehicle charging points | Encourage and facilitate use of electric vehicles through provision of charging points in city | Other measure: Other measure | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Increase in availability of EV charging points and corresponding increase in use of electric vehicles Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.5.3 | Encourage uptake of employer and residential travel plans for major employers and new developments to area | Promotion of alternative modes of transport through organisation and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01 |

| Measure code | Description | Focus | Classification | Status | Other information |
|------------------------------------|---|--|---|-------------|---|
| Wyre Forest District Council_5.3.1 | Travel Planning | Promotion of alternative modes of transport through organistaion and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.4.5 | Raise the profile and increase awareness of air quality within the region | Publication campaign relating to air quality to publicise nd raise awareness of air quality and its implications | Public information and Education: Other mechanisms | Evaluation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased awareness at Distict, County and general public levels of air quality issues across the County Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.3.9 | Smarter Choices - Choose How You Move marketing initiatives | Use of marketing and information methods to encourage use of sustainable travel modes and typically include workplace, school, residential, community, travel planning, car sharing and clubs, and awareness raising campaigns | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.4.4 | Make air quality information more available and accessible | WRS to make all air quality documents available to the general public for access from the website | Public information and Education: Internet | Evaluation | Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved availability of air quality information. More information proactively published on website. Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.5.1 | Produce Air Quality Supplementary Planning Document | Document providing transparent and consistent advice to development control departments and developers relating to air quality | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Formally adopted and utilised AQ SPD at all six LPAs across Worcestershire Target emissions reduction: 0.01 |

| Measure code | Description | Focus | Classification | Status | Other information |
|------------------------------------|---|---|--|----------------|---|
| Wyre Forest District Council_5.6.3 | Air Quality Networks | Group of councils working in partnership to address air quality issues across those areas | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved cross boundary working between local authorities in Worcestershire Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.6.8 | Forge closer links with local health agencies | Aiming to forge partnership with local health authorities such as Public Health England to improve knowledge and understanding of local air quality and associated health risks | Other measure: Other measure | Implementation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Participation of relevant health agencies in the Worcestershire Air Quality Steering Group Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.3.4 | Promote flexible working arrangements | Promoting flexible working arrangements with local businesses | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in use of flexible working arrangements with local businesses. Target emissions reduction: 0.01 |
| Wyre Forest District Council_5.2.2 | Freight Quality Partnership | Encourage freight vehicles to avoid AQMA and find alternative routes | Traffic planning and management: Freight transport measure | Planning | Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased in freight movements through AQMA Target emissions reduction: 2-5% |
| Wyre Forest District Council_5.3.8 | Promote and support walking and cycling initiatives in Worcestershire | Initiative to encourage the uptake of walking and cycling by promoting the benefits using various packages such as The Chose How You Move Initiative | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Change in behaviour to more sustainable modes of transport e.g. walking, cycling, public transport Target emissions reduction: 0.01 |

| Measure code | Description | Focus | Classification | Status | Other information |
|-------------------------|---|---|---|----------------|--|
| Rugby Borough Council_A | Rugby Western Relief Road | Serve new development at Cawston, Swift Valley, Malpass Farm and Coton Park, and reduce the impact of traffic within the town centre. | Traffic planning and management: Other measure | Evaluation | Start date: 2007 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: 0.12 |
| Rugby Borough Council_B | Warwick Street Gyratory Improvements | Manage the impact of traffic accessing and passing through the town centre, along with planned housing and employment growth within the town. | Traffic planning and management: Other measure | Implementation | Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: Not specified |
| Rugby Borough Council_C | Improvements to Church Street/North Street | Reduce the impact of traffic on the town centre, and allow better access for pedestrians and cyclists. | Traffic planning and management: Encouragement of shift of transport modes | Other | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: Not specified |
| Rugby Borough Council_D | Decriminalisation of Parking Enforcement within Rugby Borough | Improve the management of traffic within the town centre and the impact of illegal parking. | Traffic planning and management: Management of parking places | Evaluation | Start date: 2006 Expected end date: 2006 Spatial scale: Whole town or city Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: Not specified |
| Rugby Borough Council_E | Rugby Town Centre 20:20 Vision | Improve public transport. | Traffic planning and management: Improvement of public transport | Planning | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: Not specified |

| Measure code | Description | Focus | Classification | Status | Other information |
|-------------------------|---|--|--|----------------|---|
| Rugby Borough Council_F | Re-routing traffic – Lorry Route Maps and agreements | Reduce the impact of heavy goods vehicles on the transport network of the Borough. | Traffic planning and management: Freight transport measure | Implementation | Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in complaints regarding inappropriate lorry movements Target emissions reduction: Not specified |
| Rugby Borough Council_G | Variable Message Signing | Reduce the impact of circulating traffic seeking access to the town centre car parks. | Traffic planning and management: Other measure | Implementation | Start date: 2009 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: Not specified |
| Rugby Borough Council_H | Enforcement of Idling Vehicle Legislation | Reduce number of idling vehicle improving local air quality by reducing emissions to air. | Traffic planning and management: Other measure | Other | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Currently N/A Target emissions reduction: Currently N/A |
| Rugby Borough Council_I | Improve the Borough Council Fleet (interims of emissions) | As vehicles are replaced, they are replaced with lower emission vehicles. | Other measure: Other measure | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Not specified Target emissions reduction: Not specified |
| Rugby Borough Council_J | Improve Bus Emissions | The County Council is working with the principal bus operators within the town to reduce bus emissions through their fleet renewal process, and on individual routes when they are upgraded to QBC status. | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Not specified. Target emissions reduction: Not specified |

| Measure code | Description | Focus | Classification | Status | Other information |
|-------------------------|---|---|---|----------------|--|
| Rugby Borough Council_K | Cycling | Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in cycling as a result of individual scheme implementation Target emissions reduction: Not specified |
| Rugby Borough Council_L | Walking | Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in walking (footfall) as a result of individual scheme implementation Target emissions reduction: Not specified |
| Rugby Borough Council_M | Workplace Travel Plans | Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of Travel Plans agreed with existing employers and as part of new development Target emissions reduction: Not specified |
| Rugby Borough Council_N | School Travel Plans and Safer Routes to School | Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in the number of car-based journeys to school Target emissions reduction: Not specified |
| Rugby Borough Council_O | Public Transport Strategy, including the Bus Strategy | Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in bus patronage Target emissions reduction: Not specified |

| Measure code | Description | Focus | Classification | Status | Other information |
|-------------------------|---|---|--|----------------|--|
| Rugby Borough Council_P | Travel Awareness Campaigns | Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in the number of car-based journeys being made within the Borough Target emissions reduction: Not specified |
| Rugby Borough Council_Q | Energy efficiency improvements to Rugby housing & the reduction of fuel poverty. Corporate Property | Reduction of carbon emissions from domestic dwellings, the reduction of residents' fuel bills & the alleviation of ill health due to cold, damp housing. | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: HECA report published March 13, and will be updated at two yearly intervals.. Target emissions reduction: We aim to reduce CO2 emissions in the housing sector to 165.8kt CO2 of 2009 (207.3kt CO2) levels by 2020. This will be equivalent to a 20% reduction. |
| Rugby Borough Council_R | Control Of Industrial Emissions | Reduce the environmental impact of industrial processes through pollution control regulation | Permit systems and economic instruments: IPPC permits | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Industry including heat and power production Indicator: 99.24% compliance improvements Target emissions reduction: Not specified |
| Rugby Borough Council_S | Emissions from Domestic and Commercial Sources | Prevent and/or reduce environmental impacts from domestic and commercial emissions. | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduction in complaints. Target emissions reduction: Not specified |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|---|---|----------------|---|
| Rugby Borough Council_T | Control of Bonfires | Prevent and/or reduce environmental impacts from domestic and commercial emissions. | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduction in complaints Target emissions reduction: Not specified |
| Rugby Borough Council_U | Planning Development and Planning Applications | Air quality assessments have been requested for land use planning developments that meet AQMA thresholds in the Rugby Borough Local Plan (July 2006. The requirements for future assessments have now been embodied in a new Planning Obligations Supplementary Planning Document adopted in March 2012. This is to ensure that new development does not result in a significant increase in the production of air pollutants and that opportunities are taken to improve air quality, where possible. In some instances where an AQMA threshold has not been met, officer discretionary measures have been utilised where it is felt that a proposed land use development has potential to impact on air quality and should be a material consideration. | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Not specified Target emissions reduction: Not specified |
| Bromsgrove District Council_5.1.1 | Alteration to phasing of traffic light systems | Traffic exiting from junction causes delays in traffic flow in both directions along the A38. Proposed action is to make junction no right turn. | Traffic planning and management: Other measure | Preparation | Start date: 2015 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Decrease in obstruction to traffic flow Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.2.2 | Freight Quality Partnership | Encourage freight vehicles to avoid AQMA and find alternative routes | Traffic planning and management: Freight transport measure | Planning | Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased in freight movements through AQMA Target emissions reduction: 2-5% |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|---|---|-------------|--|
| Bromsgrove District Council_KR5 | Significant queuing traffic observed in both directions on A456 heading for A491 Stourbridge Road. Action - junction review | Propose WCC undertake a junction review to ascertain improvements to current and future predicted flows | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Reduction in number of queuing vehicles Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.1.8 | Introduction of traffic signals at roundabouts | Introduction of traffic signals at roundabouts to improve traffic flow. Traffic flow held at more strategic point to improve flow through the AQMA. | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.1.4 | Variable Message Signage (include traffic info, car park info, bus and rail connection info etc.) Could be used in combination with Park and Ride schemes etc. | Use of VMS to encourage use of alternative modes of transport or direct drivers to car parks with spaces to avoid unnecessary journeys between car parks | Traffic planning and management: Other measure | Other | Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Decreased in traffic movements through AQMA Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.5.4 | Encourage developers to provide sustainable transport facilities and links serving new developments | Encourage and facilitate uptake of sustainable modes of transport where new developments are proposed | Other measure: Other measure | Preparation | Start date: 2013 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Greater provision of sustainable transport facilities and links servicing new developments Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.3.2 | Encourage car sharing | Promote car sharing services within Bromsgrove | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of people car sharing Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.2.5 | Greening Council and Business Fleets | Secure use of "cleaner" fuels/higher Euro standard vehicles for Council and Business fleets. Support bid for installation of CNG facility in Worcestershire | Traffic planning and management: Other measure | Planning | Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Increase in number of Council and business fleet vehicles of higher Euro Standard and/or utilising alternative fuels Target emissions reduction: 0.01 |

| Measure code | Description | Focus | Classification | Status | Other information |
|------------------------------------|--|--|--|-------------|--|
| Bromsgrove District Council_5.2.10 | Installing electric vehicle charging points | Encourage and facilitate use of electric vehicles through provision of charging points in city | Other measure: Other measure | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Increase in availability of EV charging points and corresponding increase in use of electric vehicles Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.5.3 | Encourage uptake of employer and residential travel plans for major employers and new developments to area | Promotion of alternative modes of transport through organistaion and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.3.1 | Travel Planning | Promotion of alternative modes of transport through organistaion and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.4.5 | Raise the profile and increase awareness of air quality within the region | Publication campaign relating to air quality to publicise nd raise awareness of air quality and its implications | Public information and Education: Other mechanisms | Evaluation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased awareness at Distict, County and general public levels of air quality issues across the County Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.3.9 | Smarter Choices - Choose How You Move marketing initiatives | Use of marketing and information methods to encourage use of sustainable travel modes and typically include workplace, school, residential, community, travel planning, car sharing and clubs, and awareness raising campaigns | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01 |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|---|--|----------------|---|
| Bromsgrove District Council_5.4.4 | Make air quality information more available and accessible | WRS to make all air quality documents available to the general public for access from the website | Public information and Education: Internet | Evaluation | Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved availability of air quality information. More information proactively published on website. Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.5.1 | Produce Air Quality Supplementary Planning Document | Document providing transparent and consistent advice to development control departments and developers relating to air quality | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Formally adopted and utilised AQ SPD at all six LPAs across Worcestershire Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.6.3 | Air Quality Networks | Group of councils working in partnership to address air quality issues across those areas | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved cross boundary working between local authorities in Worcestershire Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.6.8 | Forge closer links with local health agencies | Aiming to forge partnership with local health authorities such as Public Health England to improve knowledge and understanding of local air quality and associated health risks | Other measure: Other measure | Other | Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Participation of relevant health agencies in the Worcestershire Air Quality Steering Group Target emissions reduction: 0.01 |
| Bromsgrove District Council_5.3.4 | Promote flexible working arrangements | Promotion of flexible working arrangements with local businesses to include working from home opportunities, staggered start times etc. | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in use of flexible working arrangements with local businesses. Target emissions reduction: 0.01 |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|---|---|---|----------|--|
| Bromsgrove District Council_5.3.8 | Promote and support walking and cycling initiatives in Worcestershire | Initiative to encourage the uptake of walking and cycling by promoting the benefits using various packages such as The Chose How You Move Initiative | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Change in behaviour to more sustainable modes of transport e.g. walking, cycling, public transport Target emissions reduction: 0.01 |
| Bromsgrove District Council_LE6 | Traffic exiting Barnsley Hall Road right. Action - no right turn restriction | Traffic exiting from junction causes delays in traffic flow in both directions along the A38. Proposed action is to make junction no right turn. | Traffic planning and management: Other measure | Other | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Decrease in obstruction to traffic flow Target emissions reduction: 0.01 |
| Bromsgrove District Council_LE7 | Turning right into Harvester PH from A38 south. Action - no right turn restriction | Traffic turning right into Harvester PH from the A38 causes a delay in traffic flow | Traffic planning and management: Other measure | Other | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow and reduction in NO2 Target emissions reduction: 0.01 |
| Bromsgrove District Council_LE4 | Narrowing of two lanes into one causes bottleneck at top of A38 south. Action - junction review | Two lanes changing into one at the top of the A38 southbound causing bottleneck and slowing of traffic. Action is to review and improve traffic system. | Traffic planning and management: Other measure | Other | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow and reduction in NO2 Target emissions reduction: 0.03 |
| Bromsgrove District Council_NABD1 | Expansion of motorway junction | Major expansion to junction to accommodate volume of traffic | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Expansion of junction Target emissions reduction: 5-10% |
| Bromsgrove District Council_NABD2 | Investment in capacity enhancement of the A38 (Bromsgrove Eastern Bypass) Corridor | As part of the Bromsgrove District Plan and Worcestershire Strategic Economic Plan, it has been identified that major investment will be required in the A38 Bromsgrove Eastern Bypass to support development growth and improve the efficiency of this corridor. | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improvement of A38 Bromsgrove Eastern Bypass Target emissions reduction: 5-10% |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------------|--|--|---|----------------|--|
| Bromsgrove District Council_NABD3 | Stopping up of the B4096 (Alcester Road/Old Birmingham Road) | The B4096 leads to residential areas either side of Junction 1 of the M42. Stopping up these accesses could significantly improve the efficiency of this junction, by reducing the accesses to the roundabout to only four arms. | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Removal of B4096 from Junction 1 of the M42 Target emissions reduction: 2-5% |
| Bromsgrove District Council_RR7 | Two in road bus stops on carriageway either side of central street canyon | Move to further along the road with more desirable pull in places | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: New location of bus stops, reduction in queuing traffic Target emissions reduction: 0.01 |
| Bromsgrove District Council_WR3 | Zebra crossing at Hanover Street/Worcester Road causes congestion | Replace zebra crossing with footbridge if considered feasible | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow in area. Increased number of pedestrians using footbridge. Target emissions reduction: 0.02 |
| Bromsgrove District Council_WR9 | Local and school traffic causes congestion exiting Shrubbery Road junction. Action - junction review | Propose WCC undertake a junction review to ascertain improvements to current and future predicted flows. Also relates to generic action of school travel plan | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow in area of Shrubbery Road junction. Target emissions reduction: 0.01 |
| Warwick District Council_1 | Improvements to Junctions 13, 14, 1nd 15 of the M40 | Reduce queuing at motorway junctions | Traffic planning and management: Other measure | Implementation | Start date: 2008 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Changes in traffic levels at junctions Target emissions reduction: N/A |
| Warwick District Council_2 | Completion of the Urban Cycle Network within Warwick and Leamington Spa | Reduce reliance on car and reduce queuing time in AQMA | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Changes in number of people cycling Target emissions reduction: No specific targets set |

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------------|--|--|--|----------------|--|
| Warwick District Council_3 | Provision of secure on and off street PTW parking facilities | Reduce reliance on car and reduce queuing time in AQMA | Other measure: Other measure | Other | Start date: 2030 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Changes in parking levels at dedicated facilities Target emissions reduction: No specific targets set |
| Warwick District Council_4 | Development of Intelligent Transport Systems | Reduce reliance on car and reduce queuing time in AQMA | Public information and Education: Other mechanisms | Implementation | Start date: 2010 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Changes in journey times Target emissions reduction: No specific targets set |
| Warwick District Council_5 | Improving the attractiveness of public transport | Reduce reliance on car and reduce queuing time in AQMA | Other measure: Other measure | Implementation | Start date: 2006 Expected end date: 2008 Spatial scale: Local Source affected: Transport Indicator: Delivery of the SPARK major public transport scheme Target emissions reduction: No specific targets set |
| Warwick District Council_6 | Implementation of the LTP Public Transport Interchange | Implementing the measures to reduce queuing in AQMA | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2006 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Delivery of the schemes Target emissions reduction: No specific targets set |
| Warwick District Council_7 | Improve and promote local bus services | Reduce unit emissions in AQMA using Bus Quality Partnership Agreements | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2006 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Delivery of the schemes within the bus strategy and LTP Target emissions reduction: No specific targets set |
| Warwick District Council_8 | Implementation of LTP Bus Information Strategy | Reduce reliance on car and reduce queuing time in AQMA | Traffic planning and management: Improvement of public transport | Preparation | Start date: 2010 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Delivery of the schemes within the strategy Target emissions reduction: No specific targets set |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------|---|--|--|----------------|---|
| Warwick District Council_9 | Promotion of a passenger rail network including a new station in Kenilworth | Reduce reliance on car and reduce queuing time in AQMA | Traffic planning and management: Improvement of public transport | Planning | Start date: 2013 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: New railway station at Kenilworth Target emissions reduction: Unknown |
| Warwick District Council_10 | Implementation of LTP Parking Strategy | Implementing the measures to reduce queuing in AQMA | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Delivery of the schemes within the strategy Target emissions reduction: No specific targets set |
| Warwick District Council_11 | Promoting and encouraging different forms of transport | Reduce reliance on car and reduce queuing time in AQMA | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Modal shift Target emissions reduction: No specific targets set |
| Warwick District Council_12 | Improving the safety and quality of cycling routes | Reduce reliance on car and reduce queuing time in AQMA | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Changes in number of people cycling Target emissions reduction: No specific targets set |
| Warwick District Council_13 | Encouragement for schools to write Travel Plans | Reduce reliance on car and reduce queuing time in AQMA | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2006 Expected end date: 2010 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of schools submitting a plan Target emissions reduction: No specific targets set |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------------|---|--|--|----------------|--|
| Warwick District Council_14 | Implementation of the LTP Land Use and Transportation Strategy | Implementing the measures to reduce queuing in AQMA | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Number of planning applications which include sustainable transport measure Target emissions reduction: No specific targets set |
| Warwick District Council_15 | Implementation of the LTP Sustainable Freight Distribution Strategy | Implementing the measures to reduce queuing in AQMA | Traffic planning and management: Encouragement of shift of transport modes | Other | Start date: 2030 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Delivery of the schemes in the strategy Target emissions reduction: No specific targets set |
| Warwick District Council_16 | LEZ Feasibility Study for town centres | Analyse, decide on and implement best option to reduce queuing in AQMA | Other measure: Other measure | Implementation | Start date: 2012 Expected end date: 2013 Spatial scale: Whole town or city Source affected: Transport Indicator: Produce feasibility report Target emissions reduction: No specific targets set |
| Warwick District Council_17 | LEZ Planning Guidance for new development | Avoid worsening air quality by adopting local planning policies | Other measure: Other measure | Implementation | Start date: 2013 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Policy adopted by Council Target emissions reduction: No specific targets set |
| Warwick District Council_18 | Produce new Sustainable Transport Strategy for Warwick and Leamington Spa | Reduce reliance on car and reduce queuing time in AQMA | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Strategy adopted by Council Target emissions reduction: Work in progress |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|--|---|--|----------------|---|
| Warwick District Council_19 | Review and update Air Quality Action Plan | Improve ability to manage air quality across services | Traffic planning and management: Other measure | Preparation | Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Action Plan approved by Council Target emissions reduction: Work in progress |
| South Staffordshire District Council_1 | Manage bus emissions | Reduce unit emissions in the AQMA using Bus Quality Partnership Agreements (BQPA) | Public procurement: Cleaner vehicle transport services | Implementation | Start date: 2014 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Elimination of Euro I and II buses by 2014 Target emissions reduction: 0.02 |
| South Staffordshire District Council_2 | Manage HGV emissions | Sign up to ECO Strats | Other measure: Other measure | Implementation | Start date: 2015 Expected end date: 2030 Spatial scale: National Source affected: Commercial and residential sources Indicator: Reduction in emissions of Nox Target emissions reduction: 14t / yr |
| Lichfield City Council_1 | Muckley Corner Improvement Scheme | Reducing congestion at Muckley Corner roundabout | Traffic planning and management: Other measure | Other | Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Muckley Corner AQMA Target emissions reduction: 0.025 |
| Lichfield City Council_2 | A5/A5148 Wall Island Roundabout Improvement Scheme | Reducing congestion at the A5/A5148 roundabout. This will also reduce congestion at the Muckley Corner roundabout | Traffic planning and management: Other measure | Preparation | Start date: 2014 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Muckley Corner AQMA Target emissions reduction: 0.025 |

| Measure code | Description | Focus | Classification | Status | Other information |
|--------------------------|--|---|--|-------------|--|
| Lichfield City Council_3 | Completion of the Lichfield Southern Bypass (link between the A5206 London Road and the A461 Walsall Road) - Phase 3 | Reducing congestion in Lichfield. | Traffic planning and management: Other measure | Preparation | Start date: 2013 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA Target emissions reduction: 0.005 |
| Lichfield City Council_4 | New or extended bus services to the City | Reducing congestion in Lichfield (inc. Fradley) | Traffic planning and management: Improvement of public transport | Preparation | Start date: 2013 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.005 |
| Lichfield City Council_5 | Local walking and cycling links | Reducing congestion in Lichfield (inc. Fradley) | Traffic planning and management: Expansion of bicycle and pedestrian infrastructure | Preparation | Start date: 2013 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.005 |
| Lichfield City Council_6 | Reopening of the Walsall to Lichfield rail line and provision of rail services between Lichfield, Burton and Derby with a new station at Alrewas | Reducing congestion in Lichfield (inc. Fradley) | Traffic planning and management: Improvement of public transport | Preparation | Start date: 2013 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.005 |
| Lichfield City Council_7 | Urban traffic control and junction improvements on A5127 | Reducing congestion in Lichfield (inc. Fradley) | Traffic planning and management: Other measure | Preparation | Start date: 2013 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.005 |

| Measure code | Description | Focus | Classification | Status | Other information |
|---------------------------|--|--|---|-------------|--|
| Lichfield City Council_8 | Electric charging points | Reducing transport emissions in Lichfield (inc. Fradley) | Traffic planning and management: Other measure | Preparation | Start date: 2013 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.005 |
| Lichfield City Council_9 | Carry out regular emissions testing of Council vehicle fleet to ensure that all vehicles comply with the law | Reducing transport emissions in Lichfield (inc. Fradley) | Other measure: Other measure | Planning | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |
| Lichfield City Council_10 | Fit pollution abatement equipment if necessary to older Heavy Goods Vehicles to help minimise pollution | Reducing transport emissions in Lichfield (inc. Fradley) | Retrofitting: Retrofitting emission control equipment to vehicles | Planning | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |
| Lichfield City Council_11 | Promote the use of cleaner or alternative fuels where possible including the introduction of electrically powered vans | Reducing transport emissions in Lichfield (inc. Fradley) | Public procurement: Cleaner vehicle transport services | Planning | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |
| Lichfield City Council_12 | Improve the Council's vehicle fuel consumption efficiency by better management of fleet activities | Reducing transport emissions in Lichfield (inc. Fradley) | Traffic planning and management: Freight transport measure | Planning | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |

| Measure code | Description | Focus | Classification | Status | Other information |
|---------------------------|---|--|--|-------------|--|
| Lichfield City Council_13 | Investigate options for better travel planning amongst Lichfield District Council employees | Reducing transport emissions in Lichfield (inc. Fradley) | Traffic planning and management: Freight transport measure | Planning | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |
| Lichfield City Council_14 | Staffordshire ECO Stars scheme | Reducing transport emissions in Lichfield (inc. Fradley) | Other measure: Other measure | Preparation | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |
| Lichfield City Council_15 | Implement initiatives to educate communities on air pollution issues and ways to minimise impacts on air quality | Reducing transport emissions in Lichfield (inc. Fradley) | Public information and Education: Internet | Preparation | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |
| Lichfield City Council_16 | Encourage Lichfield District Council employees to consider the use of bicycles in their daily duties by providing cycle usage mileage | Reducing transport emissions in Lichfield (inc. Fradley) | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |
| Lichfield City Council_17 | Provide public with 'real time' travel and air quality information | Reducing transport emissions in Lichfield (inc. Fradley) | Traffic planning and management: Other measure | Planning | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |

| Measure code | Description | Focus | Classification | Status | Other information |
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| Lichfield City Council_18 | Work in partnership with the County Council to increase uptake and implementation of School Travel Plans, Workplace Travel Plans and Residential Travel Plans | Reducing transport emissions in Lichfield (inc. Fradley) | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001 |
| Shropshire Council_1 | Taxi Policy emission standards. | Emission standards brought in for Private Hire Vehicles and Hackney Carriages through Licensing Policy. Previously no standards or age restrictions. Expected to achieve a betterment in town centre locations. | Permit systems and economic instruments: Introduction/increase of environment taxes | Implementation | Start date: 2015 Expected end date: 2019 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Elimination of Euro 4, 3 and older taxis by 2019 Target emissions reduction: 1-2% |
| Shropshire Council_2.1 | Northern Gateway Project (road layout) | Road layout improvements to enable increased flow of traffic through the Shrewsbury Train Station gyratory including relocation of bus stops which caused blockages to flow. | Traffic planning and management: Other measure | Implementation | Start date: 2011 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved flow rates through a congested junction in an urban canyon Target emissions reduction: Unknown |
| Shropshire Council_2.2 | Northern Gateway Project (active transport promotion) | Cycle paths in area by Shrewsbury Train Station taken off road increasing safety and encouraging uptake of active transport. Footpath widening and resurfacing to improve the area and encourage walking. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2011 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Increased cycling and pedestrian footfall Target emissions reduction: General betterment expected but not quantifiable |
| Shropshire Council_2.3 | Northern Gateway Project (traffic signalling measures) | Standard traffic signals upgraded to MOVA and SCOOT capability | Traffic planning and management: Other measure | Evaluation | Start date: 2011 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved travel times through Shrewsbury Train Station gyratory Target emissions reduction: 5-10% |

| Measure code | Description | Focus | Classification | Status | Other information |
|------------------------|--|---|---|----------------|---|
| Shropshire Council_3 | Traffic signalling improvements | Traffic signalling improvements by intraoducing MOVA and SCOOT ability to main feeder road into Shrewsbury Town Centre from the North. Signalls included through to outer ring road. | Traffic planning and management: Other measure | Implementation | Start date: 2013 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Potential to hold traffic out of congested densely urbanised areas and AQMAs and reduced travel times where appropriate Target emissions reduction: General betterment not quantified. Part of a wider initiative to stop travel through the town centre and encourage use of the inner ring roas. |
| Shropshire Council_4 | Heathgates Roundabout Improvements | Roundabout covered by AQMA to north of Shrewsbury reworked to reduce congestion and reduce travel times through the junction | Traffic planning and management: Other measure | Implementation | Start date: 2013 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved travel times through the junction Target emissions reduction: Unknown |
| Shropshire Council_5.1 | Shrewsbury Integrated Transport Plan (inner ring road) | Improvements to six inner ring road junctions in Shrewsbury to reduce travel times through the junctions and encourage transport to use the inner ring road rather than travelling through the town centre. | Traffic planning and management: Other measure | Planning | Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Reduced through traffic, reduced travel times through inner ring road junctions Target emissions reduction: Up to 5% through interventials 5.1-5.4 |
| Shropshire Council_5.2 | Shrewsbury Integrated Transport Plan (signalling improvements) | Upgrade traffic signals along inner ring road and main enterance to Shrewsbury Town Centre to the East of the town to further encourage use of inner ring road | Traffic planning and management: Other measure | Planning | Start date: 2017 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Increased use of inner ring road, reduced traffic through town centre Target emissions reduction: Up to 5% through interventials 5.1-5.4 |

| Measure code | Description | Focus | Classification | Status | Other information |
|------------------------|--|--|---|-------------|---|
| Shropshire Council_5.3 | Shrewsbury Integrated Transport Plan (communication to road users) | VMS signalling to prioritise outer and inner ring roads and reduce traffic crossing through town centre | Public information and Education: Other mechanisms | Planning | Start date: 2017 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Increased flows of traffic on priority routes, reduced through traffic Target emissions reduction: Up to 5% through interventions 5.1-5.4 |
| Shropshire Council_5.4 | Shrewsbury Integrated Transport Plan (shared space) | Shared spaces in Shrewsbury Town Centre to encourage pedestrian and cycle use. To include better crossing facilities (especially along the inner relief road) and removing barriers to walking and cycling. This will be aimed at improving the accessibility of the town centre by active modes from outlying suburbs and inter-suburb trips therefore reducing the need for vehicular travel, pedestrian wayfinding improvements will be made through better signage, clearer routing and potentially intelligent technologies to inform visitors and residents, traffic speed reductions and enforcement, traffic rerouting and priority changes at signalling junctions. | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2017 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Increased footfall in town centre, Target emissions reduction: Up to 5% through interventions 5.1-5.4 |
| Shropshire Council_6 | Northern Ring Road | Complete the outer bypass around Shrewsbury into a complete ring road: Phase one additional link to north of Myttonoak Road joining last roundabout on existing outer relief road. This will encourage further development to complete the "ring" in future. | Traffic planning and management: Other measure | Preparation | Start date: 2017 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Reduce traffic on existing roads heading into the town centre, encourage transport around town centre rather than through in the long term. Target emissions reduction: No increase in town centre emissions |

| Measure code | Description | Focus | Classification | Status | Other information |
|----------------------|--------------------------|--|---|----------------|---|
| Shropshire Council_7 | Air Quality Grant (UTMC) | Instal real time monitoring into Shrewsbury Town Centre hotspot area. Data feeds back through a common database which is also linked to traffic signalling. Signalling could be altered or staff alerted to pollution events where a target threshold is breeched allowing adjustments to be made to clear the issue asap. | Traffic planning and management: Other measure | Implementation | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Number of times a trigger caused an intervention. Reduced NO2 in the area or no increase with increased number of vehicles on the network or less negative impact than expected due to additional vehicles in the area. Also reduced trasvel times thorough the area of focus. Target emissions reduction: Not started due to too many variables. Being used as a trial to see if a betterment can be found and to enhabce existing equipment |

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| Shropshire Council_8 | Idling campaign | <p>Shrewsbury Town Centre road network within the river Severn loop is controled at most major junctions by traffic signals. The signals have had significant upgrades in recent years and remaining signals are scheduled for improvements (see intervention numbers 2.3, 3 and 5.2 above). However, there will still be a build up of traffic at signalls due to teh weight of traffic at peak travel times. By introducing a behavioural change intervention targetting general road users it is expected that pollutants in the town centre could be reduced. A second phase to this is to encourage no idling by buses at the bas depot which is in the centre of a congested area. The final phase is to discuss no idling by trains at the train station which is also situated in an area of poor air quality. Each phase will run concurrently. Anti-idling enforcement will be considered where applicable however not an essential part of the intervention. This project will look at the possibility of a social media campaign, school talks and discussions, signage, leafletting and any other options identified through the planning stage. A campaign called Turn-it-off in Canada noted a 32% reduction in number of vehicles idling and an overall with a 73% reduction in idling time noted by vehicles which turned off their engines. Noise reduction would be an added potential benefit if this scheme is succesful.</p> | Public information and Education: Internet | Preparation | <p>Start date: 2016 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Reduced number of vehicles in each phase idling Target emissions reduction: General betterment expected. Still at early planning stage therefore no figures compiled to date.</p> |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------|----------------------------|---|---|----------------|--|
| Shropshire Council_9 | Green infrastructure | Shrewsbury town centre has areas where there are large expanses of bare walls in areas of significant nitrogen dioxide concentrations. Work with biodiversity officers has established a win-win scenario by introducing green/living walls into the area to increase biodiversity and reduce air pollutants. Further discussions with economic development are required as evidence suggests increased spend in green areas. Overall aim is to overcome funding and logistic issues and instal a large green wall into the area close to the train station. This would give an aesthetic lift to the area and as such hopes to also increase footfall in the area. | Public information and Education: Other mechanisms | Planning | Start date: 2018 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Reduced NO2 concentrations at the diffusion tube monitorin location under the railway bridges in Shrewsbury Town Centre. Increased biodiversity in the area. Target emissions reduction: NA research is not complete in this area. Also due to a significant number of other interventions in the area it would be difficult to indicate reductions as a direct result of this intervention. |
| Shropshire Council_10 | Active Travel to Education | Supporting schools in Bridgnorth area to impliment initiatives that reduce single child car journeys to schools, promote walking busses, cycle training, instalation of scooter racks and bike racks. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2009 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Increased uptake of active travel Target emissions reduction: NA, focus on access to active transport and provisions initially. Evaluation required in future |
| Shropshire Council_11 | Cycle route improvements | Cycle routes in Shrewsbury Town Centre, off road route to the north along old canal | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2009 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Increased uptake of active transport Target emissions reduction: No increase in town centre. By removing a number of motor vehicles by increased uptake of active travel this compensates for predicted increases in numbers of motorised vehicles on the road. |

| Measure code | Description | Focus | Classification | Status | Other information |
|-----------------------|--|--|---|-------------|---|
| Shropshire Council_12 | Ludlow traffic signal improvements | Introduce MOVA signalling through updated traffic signalling in an area of Ludlow within 10% of the NO2 annual average objective level. | Traffic planning and management: Other measure | Preparation | Start date: 2014 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Reduced NO2 at existing diffusion tube monitoring location Target emissions reduction: 0.05 |
| Shropshire Council_13 | Pedestrian crossing improvements: Bridgnorth Underhill Road | Change current pedestrian crossing from a pelican to a puffin crossing with smart technology to stop traffic signals turning red if no pedestrians at the crossing. | Traffic planning and management: Other measure | Planning | Start date: 2014 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Reduced stop time for traffic Target emissions reduction: Unknown but general betterment due to reduced idling in the area and traffic stopping and accelerating away from the crossing. |
| Shropshire Council_14 | Bridgnorth new road and one-way system | TROs to stop disabled and delivery on the High Street in Bridgnorth which in turn stops congestion associated with large vehicles not being able to turn onto the High Street leading to vehicles backing up into an AQMA. One way system put in place to ease traffic flow through the area and new road created to divert traffic displaced by one way system. | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2006 Expected end date: 2008 Spatial scale: Local Source affected: Transport Indicator: Reduction in NO2 recorded at diffusion tubes. Target emissions reduction: 5% on Whitburn street and high street junction |
| Shropshire Council_15 | Bridgnorth TROs | Traffic Regulation Orders on High Street Bridgnorth to stop delivery vehicles and disabled badge parking in areas which stop large vehicles travelling down Whitburn Street and turning onto High Street which caused significant congestion and air quality detriment. | Traffic planning and management: Management of parking places | Evaluation | Start date: 2009 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Reduced NO2 at existing diffusion tube monitoring location Target emissions reduction: 10% reduction at junction of interest. Small impact at AQMA as a result of reduced congestion backing up to the AQMA |

| Measure code | Description | Focus | Classification | Status | Other information |
|---------------------------------|--|---|--|-------------|---|
| Shropshire Council_16 | Bridgnorth TRO | Whitburn Street one way system congested due to parking and deliveries causing issues. Looking to introduce TRO to allow enforcement options to be available to stop unsuitable parking arrangements causing unnecessary congestion. Traffic on occasion backs up to the AQMA therefore this action plans to stop this occurring allowing traffic to flow more easily through the AQMA. | Traffic planning and management: Management of parking places | Planning | Start date: 2014 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Reduced congestion on Whitburn Street alleviating traffic flow around the AQMA Target emissions reduction: Small and unquantifiable |
| Shropshire Council_17 | Busses/coaches and school transport | Project to ensure that the Council only procure vehicles which hit a specific emission standard by writing this into the tendering process. | Public procurement: Cleaner vehicle transport services | Planning | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: A betterment in the emission standards of vehicles procured for school transport and on services where the Council subsidises routes. Target emissions reduction: Low but general widespread improvements. |
| Wychavon District Council_5.1.1 | Wider highway improvement scheme to include three actions identified as part of action planning process - removal of traffic light system at Port Street/Waterside junction. | Removal of signals at Waterside junction and replacement with mini-roundabout or t-junction to improve flow and reduce congestion in Port Street. | Traffic planning and management: Other measure | Preparation | Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Reduction in monitored NO2 such that AQMA can be revoked. Target emissions reduction: 5-10% |
| Wychavon District Council_5.1.8 | Introduction of signals at roundabouts. | Signalisation of Lidl roundabout. | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Control of vehicle cohort travelling along Port Street, reduction of queuing in the Port Street street canyon Target emissions reduction: 5-10% |

| Measure code | Description | Focus | Classification | Status | Other information |
|-------------------------------------|---|---|---|-------------|---|
| Wychavon District Council_PS5 | Improvement to pedestrian crossing management. | Upgrade pedestrain crossings to provide intelligent system. | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: vehicles will not be held at two separate crossings along the street canyon. The two crossings will be linked and have synchronised green phases. Target emissions reduction: 0.02 |
| Wychavon District Council_5.2.1 | Bus Quality Partnership | Reduce bus related emissions in AQMA through use of Bus Quality Partnerships (BQP) with local operators. Port Street is a primary bus route in and out of the city centre and as such bus contribution to emissions is high | Public procurement: Cleaner vehicle transport services | Evaluation | Start date: 2018 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Elimination of lower Euro standard buses (which Euro Standards to be agreed should political support for such an action be secured) by as yet unknown date. Target emissions reduction: 0.01 |
| Wychavon District Council_5.1.5/PS7 | Loading and unloading restrictions during peak traffic times | Loading and unloading of vehicles is a frequent issue which results in congestion. Variable loading and unloading restrictions exist but are under enforced. | Traffic planning and management: Other measure | Evaluation | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Fewer incidents of loading and unloading resulting in congestion due to increased enforcement. Potential increase in number of fixed penalty notices served. Target emissions reduction: 1-3% |
| Wychavon District Council_5.2.2 | Freight Quality Partnership (work with sat nav providers) | Encourage freight vehicles to avoid AQMA and find alternative routes through work with sat nav data providers to ensure freight is routinely routed around AQMA | Traffic planning and management: Other measure | Evaluation | Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Significant reduction of strategic freight diverted away from AQMA. Target emissions reduction: 5-10% |
| Wychavon District Council_5.5.4 | Encourage developers to provide sustainable transport facilities and links serving new developments | Encourage and facilitate uptake of sustainable modes of transport where new developments are proposed | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Greater provision of sustainable transport facilities and links servicing new developments Target emissions reduction: <1% |

| Measure code | Description | Focus | Classification | Status | Other information |
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| Wychavon District Council_5.3.9 | Smarter Choices - Choose How You Move marketing initiatives | Promotion of alternative modes of transport through organistaion and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1% |
| Wychavon District Council_5.2.5 | Greening Council and Business Fleets | Secure use of "cleaner" fuels/higher Euro standard vehicles for Council and Business fleets. Support bid for installation of CNG facility in Worcestershire | Traffic planning and management: Other measure | Evaluation | Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Increase in number of Council and business fleet vehicles of hgher Euro Standard and/or utlisiing alternative fuels Target emissions reduction: <1% |
| Wychavon District Council_5.3.2 | Encourage car sharing | Promote development and use of car sharing through potential County-wide personal travel planning service | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of people car sharing Target emissions reduction: <1% |
| Wychavon District Council_5.2.10 | Installing electric vehicle charging points | Encourage and facilitate use of electric vehicles through increased provision of charging points | Other measure: Other measure | Planning | Start date: 2014 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in availability of EV charging points and corresponding increase in use of electric vehicles Target emissions reduction: 0.015 |
| Wychavon District Council_5.4.5 | Raise the profile and increase awareness of air quality within the region | Raise the profile and increase awareness of air quality within the region | Public information and Education: Other mechanisms | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased awareness at Disrtict, County and general public levels of air quality issues across the County Target emissions reduction: <1% |

| Measure code | Description | Focus | Classification | Status | Other information |
|---------------------------------|--|---|--|----------------|--|
| Wychavon District Council_5.5.3 | Encourage uptake of employer and residential travel plans for major employers and new developments to area | Promotion of alternative modes of transport through organistaion and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1% |
| Wychavon District Council_5.3.1 | Travel Planning | Promotion of alternative modes of transport through business and personal travel planning | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1% |
| Wychavon District Council_5.3.4 | Promote flexible working arrangements | Promotion of flexible working arrangements with local businesses to include working from home opportunities, staggered start times etc. | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in use of flexible working arrangements with local businesses. Target emissions reduction: <1% |
| Wychavon District Council_5.4.4 | Make air quality information more available and accessible | Proactive publication of information on WRS website | Public information and Education: Internet | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved availability of air quality information. More information proactively published on website. Target emissions reduction: <1% |
| Wychavon District Council_5.5.1 | Produce Air Quality Supplementary Planning Document | Provide consistent approach to planning application and mitigation through production and adoption of Supplementary Planning Document for Air Quality | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Formally adopted and utilised AQ SPD at all six LPAs across Worcestershire Target emissions reduction: <1% |

| Measure code | Description | Focus | Classification | Status | Other information |
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| Wychavon District Council_5.6.3 | Air Quality Networks | Collaboration between networks of neighbouring local authorities to tackle air quality in their area | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved cross boundary working between local authorities in Worcestershire Target emissions reduction: <1% |
| Wychavon District Council_5.6.8 | Forge closer links with local health agencies | Improve relationships with health agencies to ensure public health aspect of air quality continues to be relevant | Other measure: Other measure | Preparation | Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Participation of relevant health agencies in the Worcestershire Air Quality Steering Group Target emissions reduction: <1% |
| Wychavon District Council_PS3 | HGV >7.5t currently unable to utilise alternative bridge | Improvements to bridge to allow removal of weight restriction | Traffic planning and management: Other measure | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Removal of weight restriction on Abbey road Bridge Target emissions reduction: <1% |
| Wychavon District Council_5.3.8 | Promote and support walking and cycling initiatives in Worcestershire | Initiative to encourage the uptake of walking and cycling by promoting the benefits using various packages such as The Chose How You Move Initiative | Traffic planning and management: Encouragement of shift of transport modes | Preparation | Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour to more sustainable modes of transport e.g. walking, cycling, public transport Target emissions reduction: 0.01 |
| Stafford Borough Council_1 | ECO Stars Fleet Recognition Scheme | Reduce commercial fleet emissions | Other measure: Other measure | Preparation | Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Membership Target emissions reduction: Based on other ECO Stars schemes, estimated emission reductions of 14 tonnes NOx / yr 0.55 tonnes PM10 / yr 1428 tonnes CO2 /yr can be expected for borough. |

| Measure code | Description | Focus | Classification | Status | Other information |
|---------------------------------------|--------------------------------------|---|--|----------------|--|
| Stafford Borough Council_2 | Publicise VOSA Smoky Vehicle Hotline | Addressing excessive vehicle emissions | Public information and Education: Internet | Implementation | Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None Target emissions reduction: Small -Not Quantified |
| Stafford Borough Council_3 | Staffordshire Share a Lift Scheme | Encourage car sharing at peak times | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None Target emissions reduction: Small -Not Quantified |
| Stafford Borough Council_4 | Provision of Cycleways | Modal Shift from cars | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None Target emissions reduction: Small -Not Quantified |
| Dudley Metropolitan Borough Council_1 | AP1 Road Network Improvements | Netherton, Traffic Signal Improvements | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_2 | AP1 Road Network Improvements | Windmill Hill, Highway and Pedestrian Improvements | Traffic planning and management: Reduction of speed limits and control | Implementation | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_3 | AP1 Road Network Improvements | Pensnett, High Street Highway Improvements | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2017 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_4 | AP1 Road Network Improvements | Traffic Signal Improvements and Upgrade of Pedestrian Crossing Facilities in the Quarry Bank Area | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |

| Measure code | Description | Focus | Classification | Status | Other information |
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| Dudley Metropolitan Borough Council_5 | AP1 Road Network Improvements | The Installation of Urban Traffic Control CCTV Cameras at Key Junctions | Traffic planning and management: Other measure | Evaluation | Start date: 2009 Expected end date: 2012 Spatial scale: Whole agglomeration Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_6 | AP1 Road Network Improvements | The Installation of a Right Turning Lane at the Junction between Dudley St and Vicar St., Sedgley | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2012 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_7 | AP1 Road Network Improvements | The Installation of a Pedestrian Crossing in Priory Road, Dudley | Traffic planning and management: Improvement of public transport | Evaluation | Start date: 2013 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_8 | AP1 Road Network Improvements | Upgrade of Traffic Signals at the B4175/B4176 Junction | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_9 | AP1 Road Network Improvements | Minor Road and Junction Improvements at Stourbridge Road, Halesowen and Vicarage Road, Amblecote | Traffic planning and management: Encouragement of shift of transport modes | Evaluation | Start date: 2010 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_10 | AP1 Road Network Improvements | Major Junction Improvement at Burnt Tree Island | Traffic planning and management: Other measure | Evaluation | Start date: 2011 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_11 | AP1 Road Network Improvements | Completion of Minor Elements Associated With the Brierley Hill Sustainable Access Network (BHSAN) | Traffic planning and management: Other measure | Evaluation | Start date: 2008 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|---|--|--|----------------|---|
| Dudley Metropolitan Borough Council_12 | AP 2 Improving Public Transport & Rail Freight Facilities | Developing and Delivering Bus Infrastructure Improvements via Implementation of Voluntary Bus Partnership Commitments. | Traffic planning and management: Improvement of public transport | Implementation | Start date: 2010 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_13 | AP 2 Improving Public Transport & Rail Freight Facilities | Extending the WM metro link to Merry Hill | Traffic planning and management: Other measure | Planning | Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_14 | AP 2 Improving Public Transport & Rail Freight Facilities | Improving Rail Freight Capabilities | Traffic planning and management: Freight transport measure | Other | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_15 | AP 2 Improving Public Transport & Rail Freight Facilities | Provision of Better Information for Passengers at Key Railway Interchange Facilities, e.g. Cradley | Public information and Education: Other mechanisms | Implementation | Start date: 2014 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: 1,2,3 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_16 | AP 3 Reducing Vehicle Emissions | Roadside Emission Testing (RET) | Other measure: Other measure | Other | Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: 4 Target emissions reduction: N/A |
| Dudley Metropolitan Borough Council_17 | AP 3 Reducing Vehicle Emissions | Improving the DMBC Fleet | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A |
| Dudley Metropolitan Borough Council_18 | AP 3 Reducing Vehicle Emissions | Reducing Idling Emissions | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 5,5a Target emissions reduction: N/A |

| Measure code | Description | Focus | Classification | Status | Other information |
|--|-------------------------------------|--|--|----------------|--|
| Dudley Metropolitan Borough Council_19 | AP 3 Reducing Vehicle Emissions | Encouraging the Uptake of Low Emissions Vehicles | Traffic planning and management: Differentiation of parking fees | Other | Start date: 2011 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 6 Target emissions reduction: N/A |
| Dudley Metropolitan Borough Council_20 | AP 3 Reducing Vehicle Emissions | Reporting Smoky Vehicles | Traffic planning and management: Other measure | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 7 Target emissions reduction: N/A |
| Dudley Metropolitan Borough Council_21 | AP4 Land Use Planning Initiatives | Revision of Planning Obligations Supplementary Planning Document | Other measure: Other measure | Implementation | Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: 8 Target emissions reduction: N/A |
| Dudley Metropolitan Borough Council_22 | AP4 Land Use Planning Initiatives | Member and Officer Training | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: 9 Target emissions reduction: N/A |
| Dudley Metropolitan Borough Council_23 | AP4 Land Use Planning Initiatives | Monitoring the Effectiveness of Air Quality Planning Recommendations | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 10 Target emissions reduction: N/A |
| Dudley Metropolitan Borough Council_24 | AP4 Land Use Planning Initiatives | Providing Professional Advice to Development Control | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 11 Target emissions reduction: N/A |
| Dudley Metropolitan Borough Council_25 | AP6 Information & Awareness Raising | Publicity for Air Quality & Effective Use of Websites | Public information and Education: Internet | Implementation | Start date: 2011 Expected end date: 2013 Spatial scale: Local Source affected: Transport Indicator: 16, 17 Target emissions reduction: Target 1 |

| Measure code | Description | Focus | Classification | Status | Other information |
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| Dudley Metropolitan Borough Council_26 | AP6 Information & Awareness Raising | Awareness Raising Of Air Quality Issues at Schools within Dudley | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 18 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_27 | AP 7 Encouraging Changes in Travel Behaviour | DMBC Travel Plans for Employees. Increase the number of employees working in companies with a Travel Plan to 18%- The amended Traffic and Transportation Service Plan. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 19 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_28 | AP 7 Encouraging Changes in Travel Behaviour | New Developments and Voluntary Uptake by Businesses. Increase the number of employees working in companies with a Travel Plan to 18%- The amended Traffic and Transportation Service Plan. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 19 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_29 | AP 7 Encouraging Changes in Travel Behaviour | Cycle Purchase Scheme for DMBC Employees | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 20 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_30 | AP 7 Encouraging Changes in Travel Behaviour | Travelwise for the General Public Schools and Businesses. 100% of schools to have travel plans by 2011 and to at least maintain the proportion of children (aged 5 to 15) travelling to school by non-car modes between 09/10 and 15/16. | Traffic planning and management: Encouragement of shift of transport modes | Implementation | Start date: 2007 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: 21 Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_31 | Low Emission Strategy- West Midlands LETC Programme | Overarching Low Emission Strategy for the 7 West Midlands Authorities to improve emissions and concentrations of NO2 and particulates while also seeking to exploit the synergies of CO2 and noise reduction, where possible, through the transformation of the West Midlands vehicle fleet | Other measure: Other measure | Preparation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Adoption of the Low Emission Strategy within each Local Authority area. Target emissions reduction: Target 1 |

| Measure code | Description | Focus | Classification | Status | Other information |
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| Dudley Metropolitan Borough Council_32 | Planning Guidance - West Midlands LETC Programme | Develop a regional Good Practice Planning Guidance which protect residents of future development schemes from exposure to air pollution. The Guidance promote a simplified assessment criteria and definition of sustainability, Incorporates mitigation as standard to help counter cumulative impacts. Applies a procedure for evaluating additional requirements for mitigation and compensation using cost damage analysis. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_33 | Procurement Guidance - West Midlands LETC Programme | Develop a regional Good Practice Procurement document with the following key policies and benefits: Local sourcing (reduced vehicle mileage), Sustainable fleet demonstration, specification and contract award criteria, including Government Buying Standards considerations. Development of Whole Life Cost model, including damage costs of environmental impact. Innovative procurement. Development of public private partnerships. | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_34 | Low Emission Zone Feasibility - West Midlands LETC Programme | A technical study into the feasibility of creating a transferable LEZ model for the West Midlands. A range of scenarios were selected (City Centre / Motorway / Street Canyon and Urban Corridor). The study assess the benefits and dis-benefits of emission control policies on key vehicle types for each scenario, including cost benefit analysis and potential costing for implementation, as well as Health Impact Assessment (HIA) of the most effective intervention measures | Traffic planning and management: Low emission zones | Evaluation | Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions /pollutant concentrations. Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_35 | Parking standards SPD | Requirement for EV charging | Other measure: Other measure | Implementation | Start date: 2011 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: EV charging installed Target emissions reduction: Target 1 |

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| Dudley Metropolitan Borough Council_36 | Black country AQ SPD | Mitigation for development proposals | Other measure: Other measure | Implementation | Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: SPD Adopted Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_37 | CVTF | Lower emissions from school and college transport | Retrofitting: Retrofitting emission control equipment to vehicles | Implementation | Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Coaches retrofitted Target emissions reduction: Target 1 |
| Dudley Metropolitan Borough Council_38 | Defra AQ grant 2014/15 | The encouragement of cycling and walking and traffic management issues | Traffic planning and management: Encouragement of shift of transport modes | Planning | Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Crossing and cycle way installed Target emissions reduction: Target 1 |