Consultation feedback on proposals for a Clean Air Zone in Southampton

CLEANAIRCITY SOUTHAMPTON

New Forest DISTRICT COUNCIL

SOUTHAMPTON CITY COUNCIL

Contents

Introduction

1. Southampton City Council is one of the first five local authorities in England outside of London required to develop a local plan to bring about compliance with EU Ambient Air Quality Directive limits of nitrogen dioxide (NO2) within the shortest possible time. New Forest District Council have subsequently been identified as also needing to undertake an assessment to improve air quality to legal levels, and are working in partnership with Southampton City Council as neighbours to ensure the city's proposals deliver legal compliance in both areas.

2. Southampton City Council and New Forest District Council undertook public consultation on proposals for a Clean Air Zone between 21 June 2018 and 13 September 2018.

3. The proposals were discussed at a Southampton City Council Cabinet meeting on 19 June 2018. Southampton Cabinet and a Portfolio Holder decision for New Forest District Council supported the commencement of a 12 week public consultation exercise on proposals to introduce a Clean Air Zone in Southampton.

4. Taking the full 12 week period for the formal consultation meant Southampton did not achieve the date set out in the Ministerial Direction for the submission of the Full Business Case (15 September 2018). It will not affect the date of implementing the scheme and will therefore not impact on the council's ability to achieve compliance with the nitrogen dioxide limits within the shortest possible time. Air quality is an important issue to a wide range of stakeholders, and it was necessary to allow enough time for the issue, the proposal and any alternatives to be discussed in public. By undertaking a thorough, transparent and open consultation in line with existing case law and government guidance it minimises the risk of facing future legal challenges and therefore adds confidence that a scheme can be implemented by the end of 2019. New Forest District Council will submit their Final Plan by the 31 December 2018 as set out in their Ministerial Direction.

5. This report summarises the aims, principles, methodology and results of the public consultation. It provides a summary of the consultation responses both for the consideration of decision makers and any interested individuals and stakeholders. It both supplements and contextualises the summary of the consultation included within the Cabinet report.

6. It is important to be mindful that a consultation is not a vote, it is an opportunity for stakeholders to express their views, concerns and alternatives to a proposal. This report outlines in detail the representations made during the consultation period so that decision makers can consider what has been said alongside other information which will also inform the final recommendation to central government.

Aims

7. The aim of this consultation was to:
    a. Communicate clearly to residents and stakeholders the proposals for a Clean Air Zone in Southampton.
    b. Ensure any resident, business or stakeholder who wishes to comment on the proposals has the opportunity to do so, enabling them to raise any impacts the proposals may have.
    c. Allow participants to propose alternative suggestions for consideration which they feel could achieve the objective in a different way.
    d. Provide feedback on the results of the consultation to elected Members to enable them to make informed decisions about how to best progress.
    e. Ensure that the results are analysed in a meaningful, timely fashion, so that feedback is taken into account when decisions are made.

8. The consultation was not a vote, it enabled participants to read about the preferred option, answer questions and make comments that will feed into the Final Business Case which will be submitted to the Government's Joint Air Quality Unit (JAQU). Decision makers need to consider the representations made during the consultation period but a majority view will not necessarily dictate the final decision. It is also important to note that the consultation is one element of the suite of reports that will feed into the final position.

Consultation principles

9. The council takes its duty to consult with residents and stakeholders on changes to services very seriously. The council's consultation principles ensure all consultation is:
    - Inclusive: so that everyone in the city has the opportunity to express their views.
    - Informative: so that people have adequate information about the proposals, what different options mean, and a balanced and fair explanation of the potential impact, particularly the equality and safety impact.
    - Understandable: by ensuring that the language used to communicate is simple and clear and that efforts are made to reach all stakeholders, for example people who are non-English speakers or disabled people.
    - Appropriate: by targeting people who are more likely to be affected and using a more tailored approach to get their feedback, complemented by a general approach to all residents, staff, businesses and partners.
    - Meaningful: by ensuring decision makers have the full consultation feedback information so that they can make informed decisions.
    - Reported: by letting consultees know what was done with their feedback.

10. Southampton City Council is committed to consultations of the highest standard, which are meaningful and comply with the following legal standards:
    - Consultation must take place when the proposal is still at a formative stage
    - Sufficient reasons must be put forward for the proposal to allow for intelligent consideration and response
    - Adequate time must be given for consideration and response
    - The product of consultation must be carefully taken into account.

11. Public sector organisations in Southampton also have a compact (or agreement) with the voluntary sector in which there is a commitment to undertake public consultations for a minimum of 12 weeks wherever possible. This aims to ensure that there is enough time for individuals and voluntary organisations to hear about, consider and respond to consultations. It was felt that a 12 week consultation period would be the best approach.

Consultation methodology

12. Deciding on the best process for gathering feedback from stakeholders when conducting a consultation requires an understanding of the audience and the focus of the consultation. It is also important to have more than one way for stakeholders to feedback on the consultation, to enable engagement with the widest range of the population. Previous best practice was also considered in the process of developing the consultation methodology.

13. The agreed approach for this consultation was to use a combination of online and paper questionnaires as the main basis, supported by a range of drop-in sessions and public meetings. Feedback was also received through email, letter and social media.

14. It was felt that due to the complexity of the consultation it was important to provide face to face contact with consultees to provide clarity and answer any questions. The drop-in or stakeholder sessions were designed to both increase awareness of the consultation but also to answer questions and explain some of the more technical elements to specific stakeholder groups.

15. This approach of open consultation, supported by a wide range of communications ensured that as many people as possible were aware of the issues and could have their say if they chose to. This led to a high level of engagement on the issue of clean air without incurring a large cost.

Questionnaire

16. The main vehicle for gathering feedback though the consultation was a combination of online and paper questionnaires. Questionnaires enable an appropriate amount of explanatory and supporting information to be included in a structured questionnaire, helping to ensure respondents were aware of the background and detail of the proposals. It was deemed the most suitable methodology for consulting on this complex issue.

17. Paper copies of the questionnaire were made available in Southampton Civic Centre reception, Gateway and all Southampton libraries as well as at public consultation events.

Public meetings

18. To support the online and paper questionnaires, 37 specific stakeholder sessions and general drop-ins were run. The aim of these were to answer questions and raise awareness of the consultation. Those who attended were also encouraged to complete a questionnaire to capture their feedback.

Additional feedback channels

19. Any emails addressed to senior officers or Cabinet members were collated and analysed as a part of the overall consultation.

20. Respondents to the consultation could also write letters to provide feedback on the proposals.

21. Feedback was also collected via posts on the corporate social media pages of Southampton City Council and New Forest District Council. Whilst we didn't explicitly encourage this route for providing feedback, naturally people commented and responded to promotional posts and tweets about the consultation. Therefore to be as inclusive as possible any comments were coded and analysed and have been included in this report for consideration.

Promotion and communication

22. Throughout the consultation, every effort was made to ensure that as many people as possible were aware of the Clean Air Zone proposals and had every opportunity to have their say.

23. Particular effort was made to communicate the proposals in a clear and easy to understand way. This was achieved by including key information within the questionnaire and signposting to a wide range of supporting information. This included the following which were hosted on a focused area of the council website.

- Frequently Asked Questions
- Cabinet Paper and Decision Notice
- Draft Equality and Safety Impact assessment
- Draft Clean Air Zone Outline Business Case
- Clean Air Strategy 2016 - 2025
- Clean Air Zone Framework
- UK Plan for Tackling Roadside Nitrogen Dioxide Concentrations
- Ministerial direction
- Air Quality Methodology Report
- Air Quality Options Report
- Draft Economic Appraisal and Methodology Report
- Analytical Assurance Statement
- Transport Modelling Methodology Report
- Road Traffic Model Development and Validation Report
- Road Traffic CAZ Demand Model CAZ B

24. For the duration of the consultation paper versions of the consultation questionnaire were available in libraries and council offices. Paper copies of the questionnaire or alternative format versions could be obtained on request.

25. At the start of the consultation a media release was issued. A total of seven media releases / statements were produced and details of the Clean Air Zone consultation were covered (at least once) in the following:
    - Southern Daily Echo = 16 articles
    - South Today BBC South = 2 articles
    - BBC Radio Solent – 2 articles
    - Bitternepark.info = 1 article

26. The Clean Air Zone consultation was included in 14 Southampton City Council e-alerts. The total reach of these e-alerts was 51,594. These e-alerts resulted in 938 clicks through to further information and the questionnaire.

27. Outdoor advertising was also used to promote the consultation. In total across the consultation period 14 billboards and six sheet posters were displayed across the city and New Forest. There were opportunities to see these for 328,960 people up to nine times each. In addition to these and because of the desire for motorists to respond, the dot matrix vehicle messaging system was used through the consultation period as well as a range of additional roadside posters.

28. Paid for radio advertising was used with The Breeze due to its coverage of Southampton and the New Forest, this gave a weekly reach of 21,341.

29. A promotional postcard encouraging people to get involved with the consultation was sent to 117,122 households across Southampton and the New Forest.

30. Digital advertising was also used to raise awareness and signpost people to the consultation web pages, in total this achieved over 1.5 million impressions. The promotional banner on Southampton City Council website was

used to promote the consultation as well as screensaver adverts for the public computers in libraries. Information on the consultation was available on the New Forest District Council's website for the consultation period.

31. With regard to social media a combination of paid for and in-house promotion was used. In-house twitter activity created 21,506 impressions. New Forest District Council also ran a Facebook event.

32. The 37 public events that were run as a part of the consultation programme were also used as an opportunity to encourage people to take part.

33. To support the external promotion of the consultation there were also activities to make the staff of both councils aware of the consultation, these included briefings for staff and councillors, internal emails and promotion on staff webpages and Yammer.

34. In addition to all of this the Service Director – Transactions and Universal Services sent a stakeholder letter out to 75 organisations and individuals.

Consultation feedback

Overall respondents

35. Overall, there were 9,309 separate written responses to the Clean Air Zone Consultation.

36. The majority of responses were received through the consultation questionnaire; 7,803 in total. Additional written responses were also received through emails and letters. The breakdown of all written responses is shown within table 1 below.

Feedback route	**Total number of responses**
Questionnaire (Paper and online)	7803
Letters or emails from businesses or organisations	50
Letters or emails from individuals	460
Social media comments	996
Total	**9309**

Table 1

37. In addition to written responses to the consultation, there were a number of public engagements and meetings in which verbal feedback was provided. In total, around 1,000 people were engaged in this way.

38. All written and verbal feedback received is summarised within the following sections.

Questionnaire quantitative feedback

Breakdown of questionnaire respondents

39. A number of questions were asked within the questionnaire to find out a bit more about the respondents to help contextualise their response.

40. The first question asked respondents what their interest in the consultation was. Figure 1 shows the breakdown of responses to this question. The majority of respondents said they were interested in the consultation as residents of either Southampton (72%), the New Forest (19%) or elsewhere in Hampshire or the Isle of Wight (11%). 18% of respondents were interested in the consultation as employees or self-employees of a business or organisation. 5% of people were interested in the consultation as a member of a community group or organisation and 2% as political members.

41. The 2% of respondents that answered “other” were asked to provide further details and these have been grouped together and summarised below:

- As a resident of another place in the UK
- As a former resident of Southampton or the New Forest
- As a visitor to Southampton or the New Forest

- As someone who works in Southampton or the New Forest
- As a person with family or friends living in Southampton or the New Forest
- As an individual concerned about the impact of air quality on health
- As someone concerned about the environment
- As a boat owner
- As a pensioner
- As a student
- As a member of other organisations
- As a parent
- As a cyclist
- As a motorist
- As someone with disabilities or the carer of someone with disabilities
- An academic interest

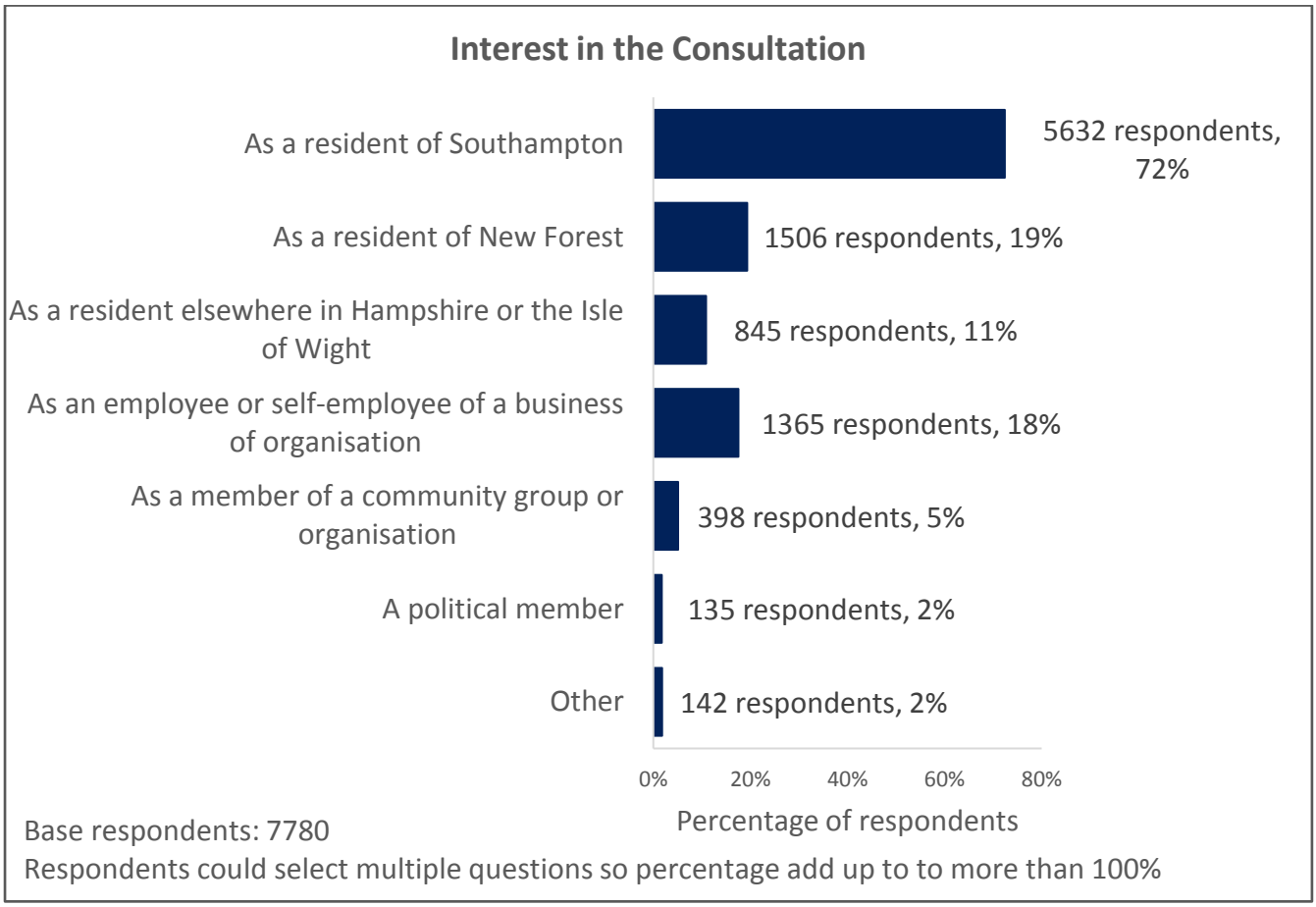


Figure 1

42. If respondents answered as “an employee or self-employee of a business or organisations”, they were asked further questions about the business or organisation regarding their size, type and how often their vehicles travel in, out or within the proposed Clean Air Zone.

43. Figure 2 shows the sizes of the business or organisations by the number of employees. 25% of respondents said that they worked within a business or organisation with more than 750 employees. 24% of respondents said they worked within a business or organisation with between 10 and 149 employees. 16% respondents described themselves as sole traders.

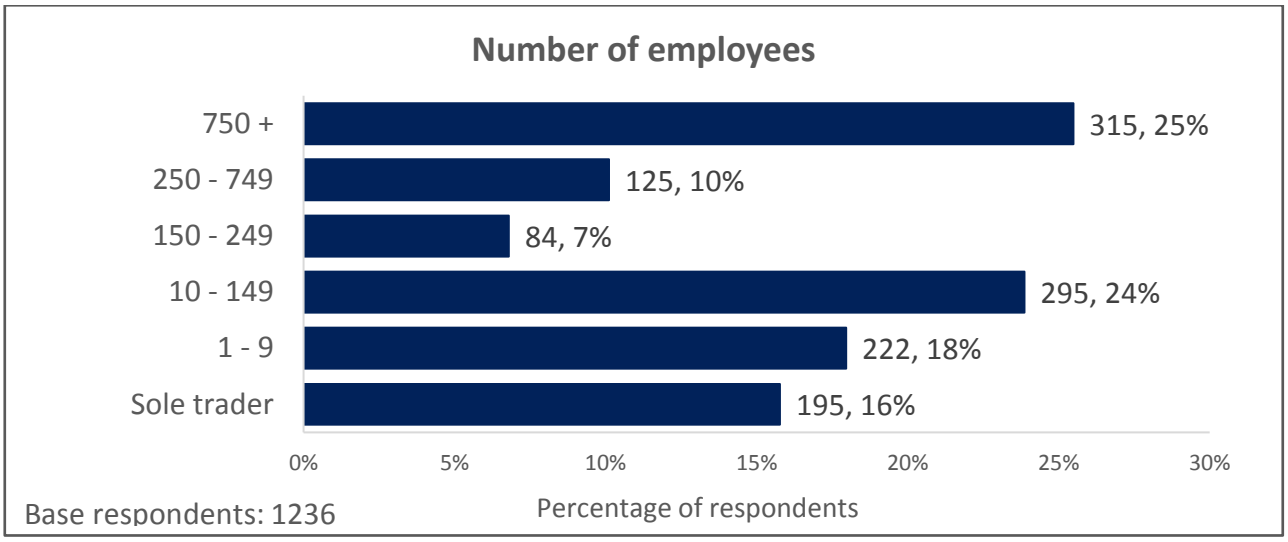


Figure 2

44. Respondents who said they were an employee or self-employee of a business or organisation were asked what type of business or organisation they work in, which is shown in figure 3. 11% of respondents said they worked in an educational or academic institution. 9% of respondents said they work for a freight, haulage or delivery company. 7% of respondents work in a manufacturing business or organisation. 7% also said they work for a port business or organisation and another 7% said they work for another public sector organisation. A lot of respondents selected "other" and were then asked to provide more detail. This detail has been read through and grouped together to add to the already existing categories from the survey and to create some new categories which can be seen in figure 3. The remaining 15% still in the "other" category have been summarised below:
    - Housing
    - Highway maintenance
    - Private company/business
    - Small businesses
    - Office supplies and space
    - Science and Technology
    - Security
    - Removals, clearance and storage
    - Sport, health and wellbeing
    - Waste processing
    - Equipment supply, hire and servicing
    - Utility
    - Vehicle pickup and repair
    - Travel and tourism
    - Business support and services

Figure 3

45. Figure 4 shows how often vehicles for the business or organisation travel in, out or within the proposed boundary. 80% of respondents said that most days their business or organisation have vehicles travelling in, out or within the proposed boundary. A further 11% of respondents said their business or organisation have vehicles travelling in, out or within the proposed boundary a few days a week. The remainder of respondents said their business or organisation had vehicles travelling in, out or within the proposed boundary either once a week or less often.

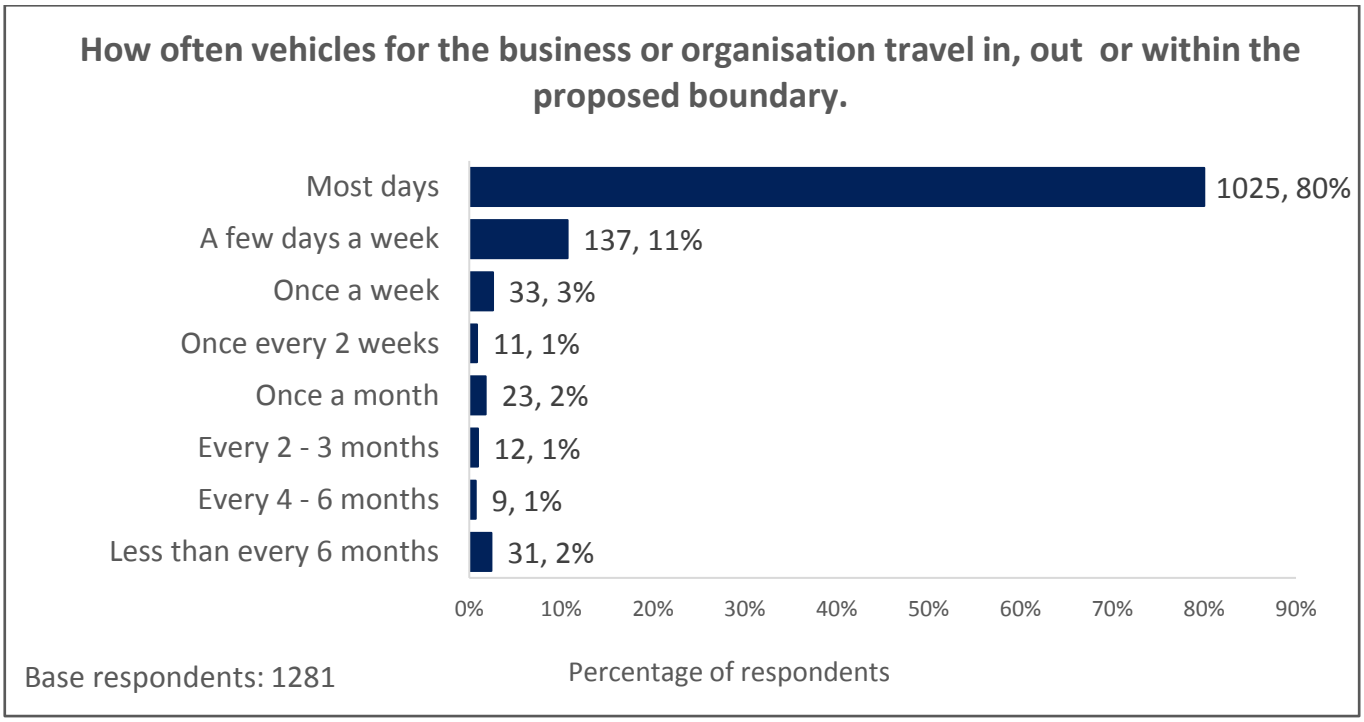


Figure 4

46. Overall figure 5 shows the age groups of the respondents. 20% of respondents were between the ages of 35 and 44 and another 20% between the ages of 45 and 54. 19% of respondents were between 55 and 64 years of age.

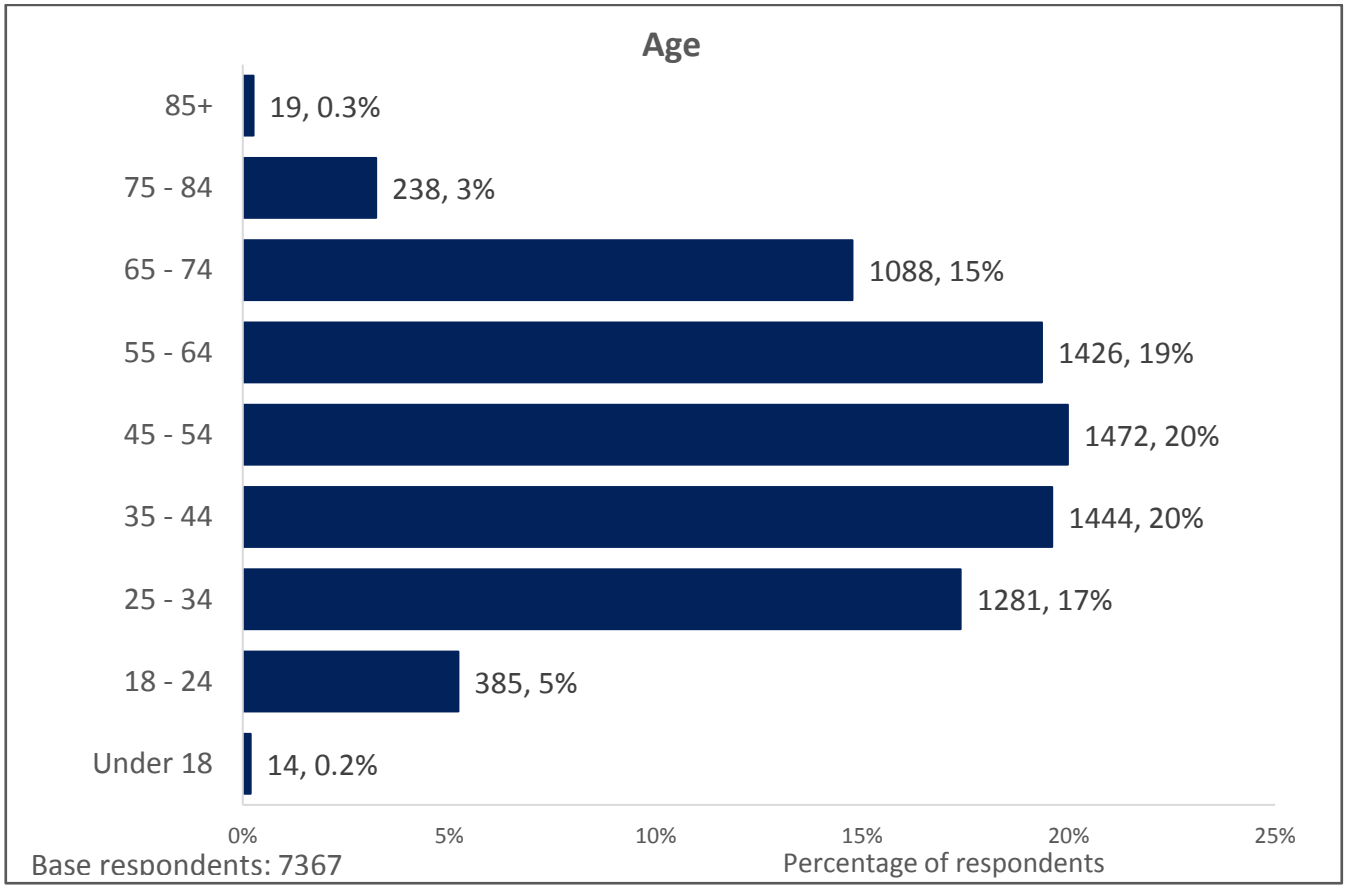


Figure 5

47. Figure 6 shows the gender breakdown of all respondents. 60% of respondents identified as male, whilst 39% identified as female and 0.4% would describe themselves in another way to male or female.

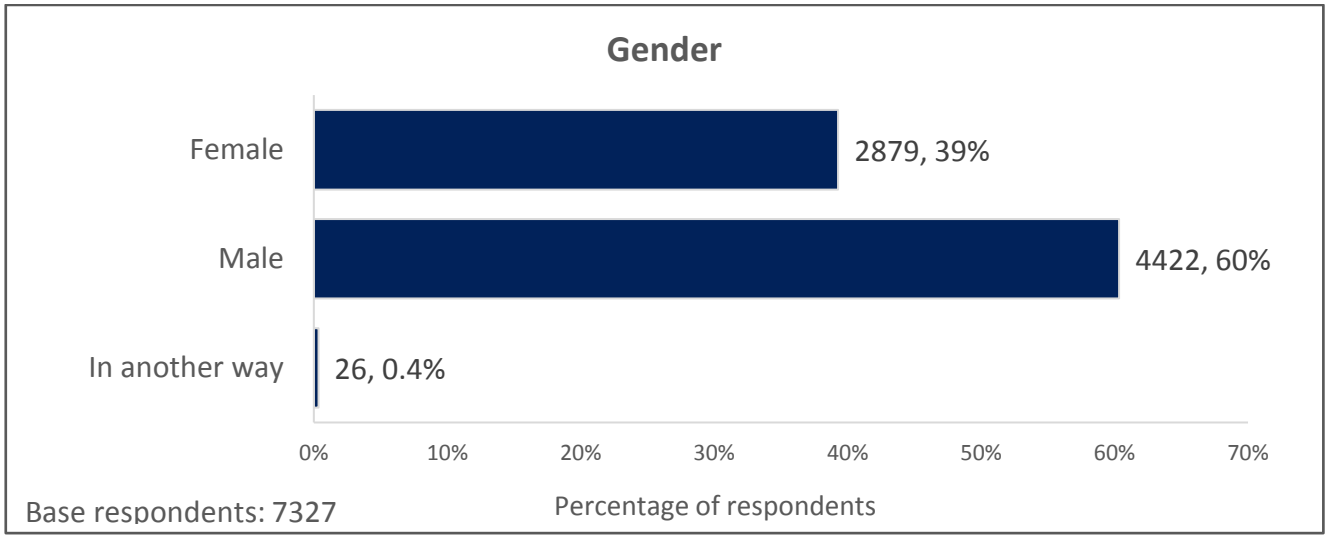


Figure 6

48. Figure 7 gives the breakdown of respondents according to ethnicity. 97% of respondents said they were White. The remaining respondents described themselves as either Asian or Asian British; Black, African, Caribbean or Black British; Mixed or multiple ethnic groups; or any other ethnic group.

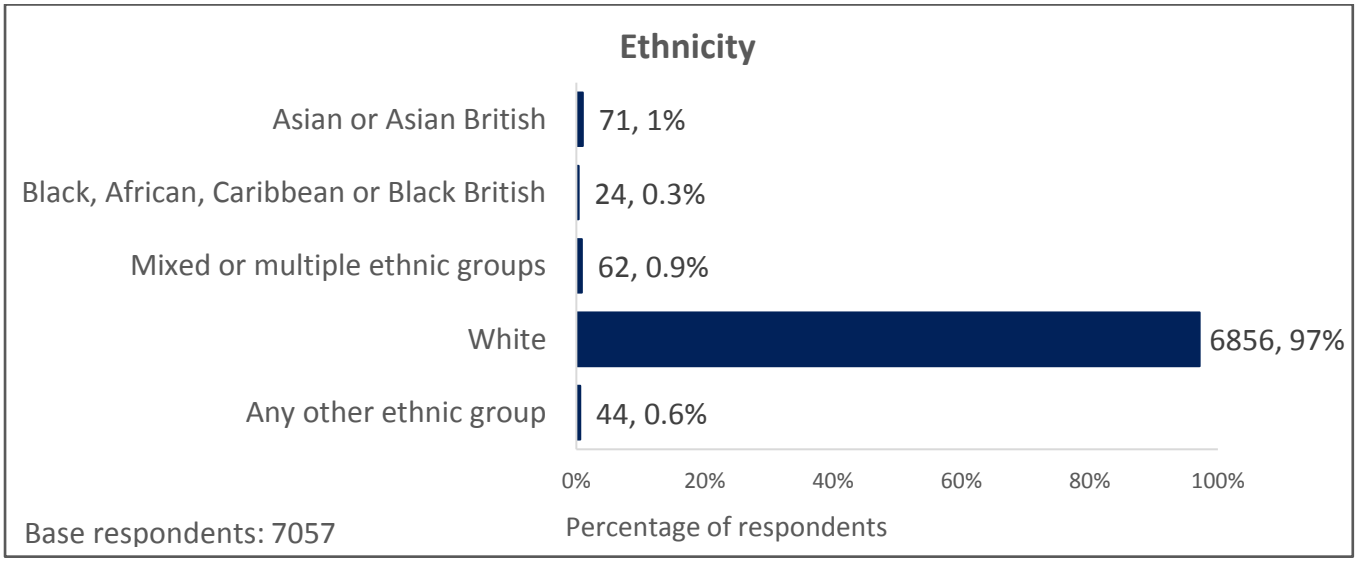


Figure 7

Perception of air quality in Southampton and the New Forest

49. The first part of the questionnaire asked respondents a question about their perception of air quality to understand their thoughts on the quality of air in Southampton and the New Forest.

50. Overall figure 8 shows that 75% of respondents felt that air quality in Southampton was either a fairly big problem or a very big problem. Of this, 44% felt it was a very big problem and 32% a fairly big problem. 18% of respondents felt that air quality in Southampton was not much of a problem and 5% felt it was not a problem at all. This totalled 22% of respondents that felt air quality in Southampton was either not much of a problem or not a problem at all.

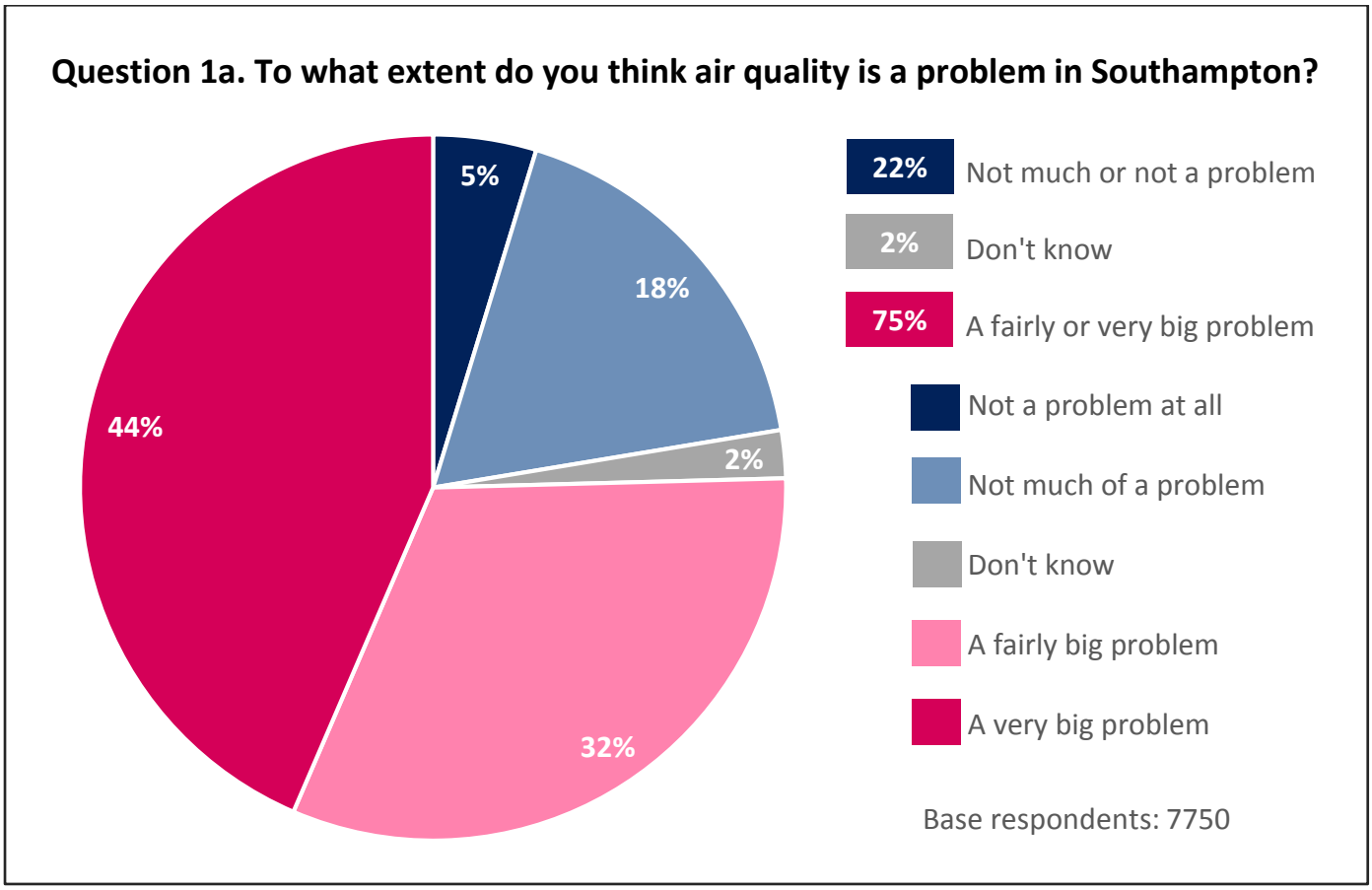


Figure 8

51. When responses to question 1a were broken down by different groups of respondents, there were a few differences when compared to the results of all respondents overall. Figure 9 shows the breakdown of this question. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on the following page.

Label on the further analysis graph		What does this show?
Q2. Agree or disagree with the aim of a Clean Air Zone:	Agree or strongly agree	This shows the opinions of respondents that agreed or strongly agreed with the aim of the Clean Air Zone to the current question. Of the respondents that agreed or strongly agreed with the aim of the Clean Air Zone, the percentages shown are their opinions to the current question.
	Neither	This shows the opinions of respondents that neither agreed nor disagreed with the aim of the Clean Air Zone to the current question. Of the respondents that neither agreed nor disagreed with the aim of the Clean Air Zone, the percentages shown are their opinions to the current question.
	Disagree or strongly disagree	This shows the opinions of respondents that disagreed or strongly disagreed with the aim of the Clean Air Zone to the current question. Of the respondents that disagreed or strongly disagreed with the aim of the Clean Air Zone, the percentages shown are their opinions to the current question.
Q3. Agree or disagree with the preferred option:	Agree or strongly agree	This shows the opinions of respondents that agreed or strongly agreed with the preferred option for a Clean Air Zone to the current question. Of the respondents that agreed or strongly agreed with the preferred option for a Clean Air Zone, the percentages shown are their opinions to the current question.
	Neither	This shows the opinions of respondents that neither agreed nor disagreed with the preferred option for a Clean Air Zone to the current question. Of the respondents that neither agreed nor disagreed with the preferred option for a Clean Air Zone, the percentages shown are their opinions to the current question.
	Disagree or strongly disagree	This shows the opinions of respondents that disagreed or strongly disagreed with the preferred option for a Clean Air Zone to the current question. Of the respondents that disagreed or strongly disagreed with the preferred option for a Clean Air Zone, the percentages shown are their opinions to the current question.
Interest in the consultation:	Resident of Southampton	This shows the opinions of resident of Southampton to the current question.
	Resident of the New Forest	This shows the opinions of residents of New Forest to the current question.
	Resident elsewhere in Hampshire or the Isle of Wight	This shows the opinions of residents elsewhere in Hampshire or the Isle of Wight to the current question.
	Employee or self-employee of a business or organisation	This shows the opinions of employees of self employees of businesses or organisations to the current question.
	Member of a community group or organisation	This shows the opinions of members of community groups or organisations to the current question.
	Political member	This shows the opinions of political member to the current question.
Gender and age	Female	This shows the opinions of female respondents to the current question.
	Male	This shows the opinions of male respondents to the current question.
	Age: Under 25	This shows the opinions of respondents under the age of 25 to the current question.
	Age: 25 – 44	This shows the opinions of respondents between the ages of 25 and 44 to the current question.

	Age: 45 – 64	This shows the opinions of respondents between the ages of 45 and 64 to the current question.
	Age 65+	This shows the opinions of respondents over the age of 65 to the current question.
If business / organisation – Business Size	Sole trader	This shows the opinions of sole traders to the current question.
	1 – 9	This shows the opinions of businesses or organisations with 1 – 9 employees to the current question.
	10 – 149	This shows the opinions of businesses or organisations with 10 – 149 employees to the current question.
	150 – 749	This shows the opinions of businesses or organisations with 150 – 749 employees to the current question.
	750+	This shows the opinions of businesses or organisations with more than 750 employees to the current question.
If business / organisation – how often in Southampton	Most days	This shows the opinions of businesses or organisations that travel into the proposed Clean Air Zone most days to the current question.
	A few days a week	This shows the opinions of businesses or organisations that travel into the proposed Clean Air Zone a few days a week to the current question.
	Once a week or less	This shows the opinions of businesses or organisations that travel into the proposed Clean Air Zone once a week or less to the current question.

Table 2

52. Differences observed within figure 9 included:

- A much higher proportion of respondents that agreed with the aim of the Clean Air Zone felt that air quality in Southampton was a fairly big problem or a very big problem (87%) when compared to respondents that disagreed with the aim of the Clean Air Zone (25%).
- A higher proportion of respondents that agreed with the preferred option for the Clean Air Zone felt that air quality in Southampton was a fairly big problem or a very big problem (89%) when compared to respondents that disagreed with the preferred option (53%).
- A larger proportion of respondents that were political members or members of community groups or organisations felt that air quality in Southampton was a fairly big or very big problem when compared to residents, employees or self-employees.
- A larger proportion of male respondents felt that air quality in Southampton was not much of a problem or not a problem at all (26%) compared to female respondents (14%).
- A higher proportion of employees from businesses with over 750 members of staff felt that air quality in Southampton was a fairly big or a very big problem compared to smaller businesses.
- A higher proportion of business that travel into or within the proposed boundary most days felt that there was not much or no problem at all with air quality in Southampton compared to businesses that travel into or within the proposed boundary less often.

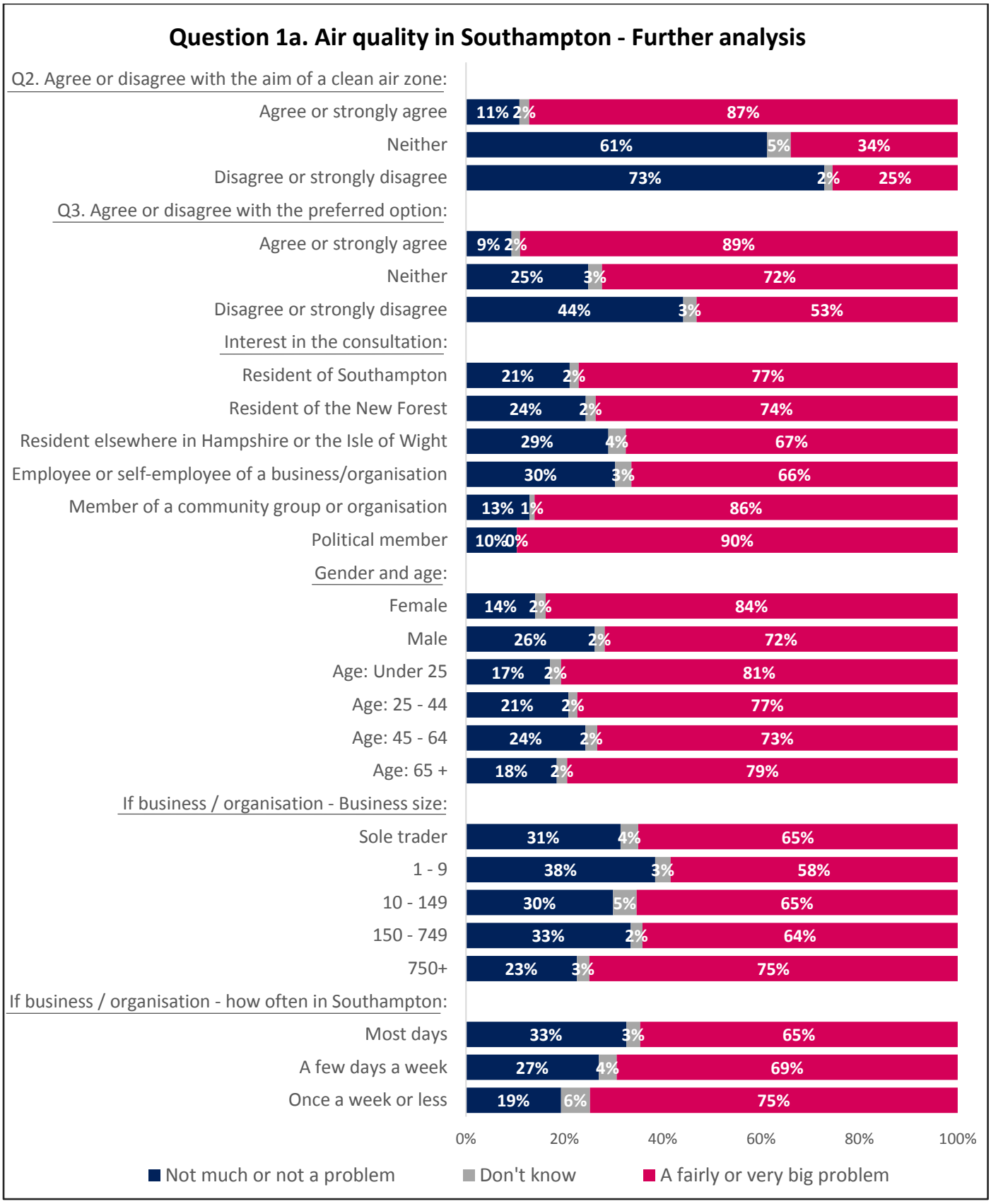


Figure 9

53. Figure 10 below shows respondents' thoughts about air quality in the New Forest. In total, 56% of respondents felt that air quality was not much of a problem or not a problem at all. Of this 18% felt air quality in the New Forest was not a problem at all and 38% felt it was not much of a problem. Overall, 25% of respondents felt air quality in the New Forest was a fairly big problem and 6% felt it was a very big problem. This totalled, 31% of

respondents that felt it was either a fairly or very big problem. A higher proportion of respondents felt that air quality was a fairly big problem or a very big problem in Southampton compared to the New Forest.

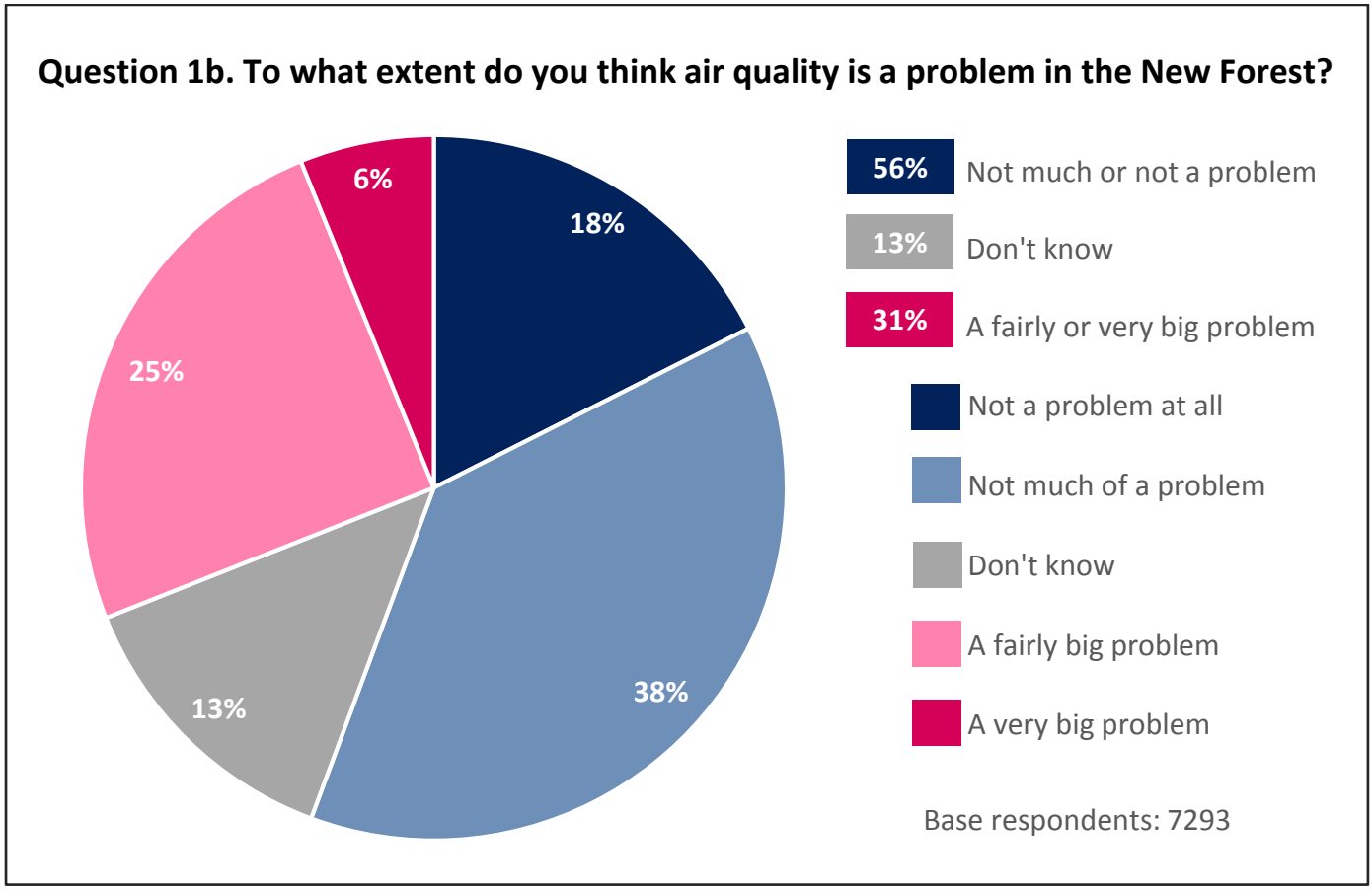


Figure 10

54. When responses to question 1b were broken down by different groups of respondents, there were a few differences when compared to the results of all respondents overall. Figure 11 shows the breakdown of this question. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16. Differences included:
    - A higher proportion of respondents that agreed with the aim of the Clean Air Zone felt that air quality in the New Forest was a fairly big problem or a very big problem (36%) when compared to respondents that disagreed with the aim of the Clean Air Zone (9%) or neither agreed or disagreed (9%).
    - A higher proportion of respondents that agreed with the preferred option for the Clean Air Zone felt that air quality in the New Forest was a fairly big problem or a very big problem (38%) when compared to respondents that disagreed with the preferred option (19%).
    - A larger proportion of respondents that were political members felt that air quality in the New Forest was a fairly big or very big problem when compared to residents, employees or self-employees.
    - A larger proportion of male respondents felt that air quality in the New Forest was not much of a problem or not a problem at all (61%) compared to female respondents (47%).
    - A higher proportion of businesses that travel into or within the proposed boundary most days felt that there was not much or no problem at all with air quality in the New Forest compared to businesses that travel into or within the proposed boundary less often.

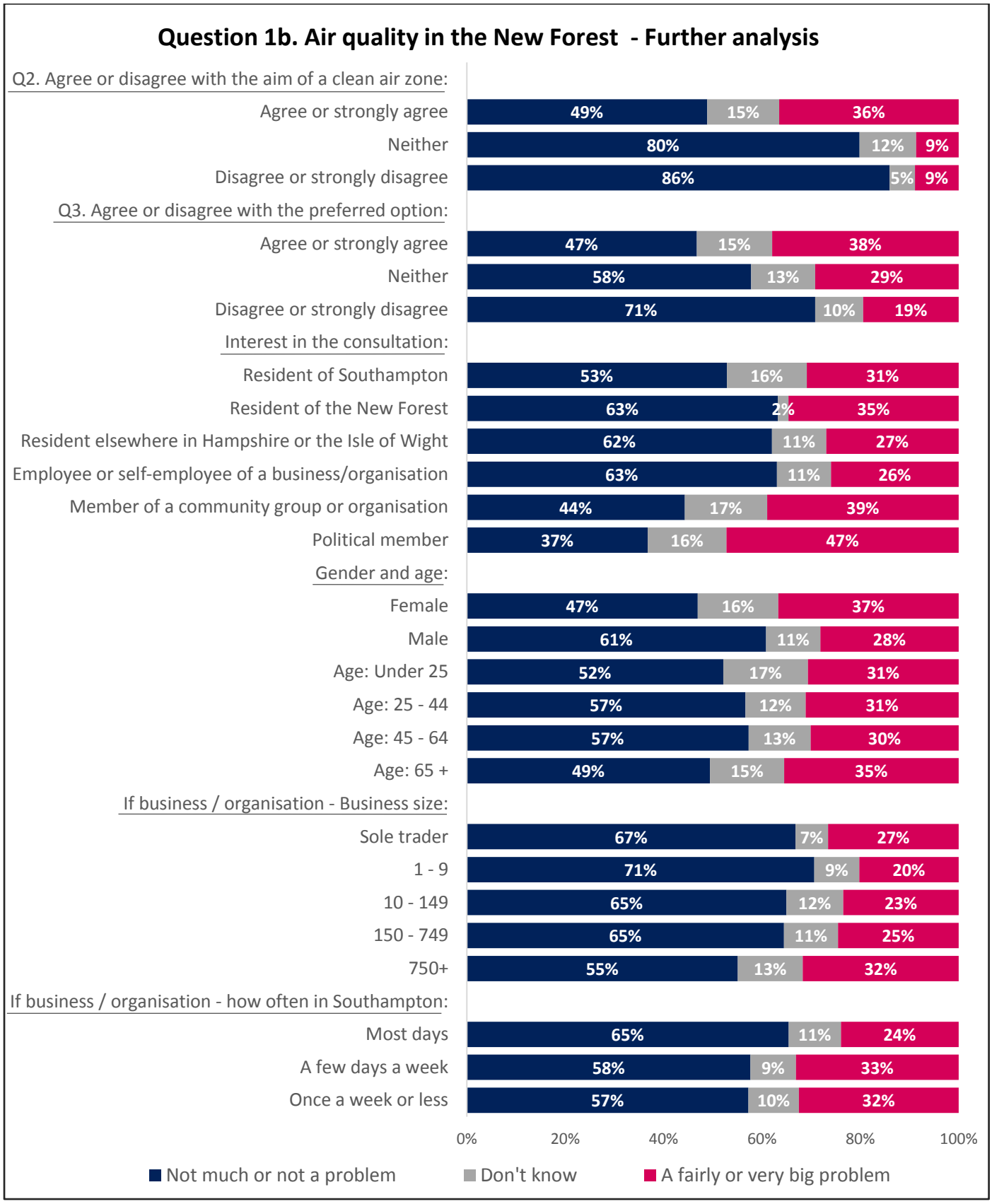

Question 1b. Air quality in the New Forest - Further analysis
Q2. Agree or disagree with the aim of a clean air zone:
Agree or strongly agree 49% 15% 36%
Neither 80% 12% 9%
Disagree or strongly disagree 86% 5% 9%
Q3. Agree or disagree with the preferred option:
Agree or strongly agree 47% 15% 38%
Neither 58% 13% 29%
Disagree or strongly disagree 71% 10% 19%
Interest in the consultation:
Resident of Southampton 53% 16% 31%
Resident of the New Forest 63% 2% 35%
Resident elsewhere in Hampshire or the Isle of Wight 62% 11% 27%
Employee or self-employee of a business/organisation 63% 11% 26%
Member of a community group or organisation 44% 17% 39%
Political member 37% 16% 47%
Gender and age:
Female 47% 16% 37%
Male 61% 11% 28%
Age: Under 25 52% 17% 31%
Age: 25 - 44 57% 12% 31%
Age: 45 - 64 57% 13% 30%
Age: 65 + 49% 15% 35%
If business / organisation - Business size:
Sole trader 67% 7% 27%
1 - 9 71% 9% 20%
10 - 149 65% 12% 23%
150 - 749 65% 11% 25%
750+ 55% 13% 32%
If business / organisation - how often in Southampton:
Most days 65% 11% 24%
A few days a week 58% 9% 33%
Once a week or less 57% 10% 32%
0% 20% 40% 60% 80% 100%
Not much or not a problem
Don't know
A fairly or very big problem

Figure 11

Agreement or disagreement with the overall aim of a Clean Air Zone

55. The overall aim of the Clean Air Zone is to reduce the levels of nitrogen dioxide to levels that are compliant with legal standards within the shortest possible time.

56. Respondents were asked to what extent they agreed or disagreed with the overall aim of the Clean Air Zone. In total, 80% of respondents either agreed or strongly agreed with the aim of the Clean Air Zone (49% strongly agreed and 31% agreed). In total, 11% disagreed with the aim of the Clean Air Zone (see figure 12). Of this 7% disagreed and 4% strongly disagreed. Overall, 9% of respondents neither agreed nor disagreed with the overall aim.

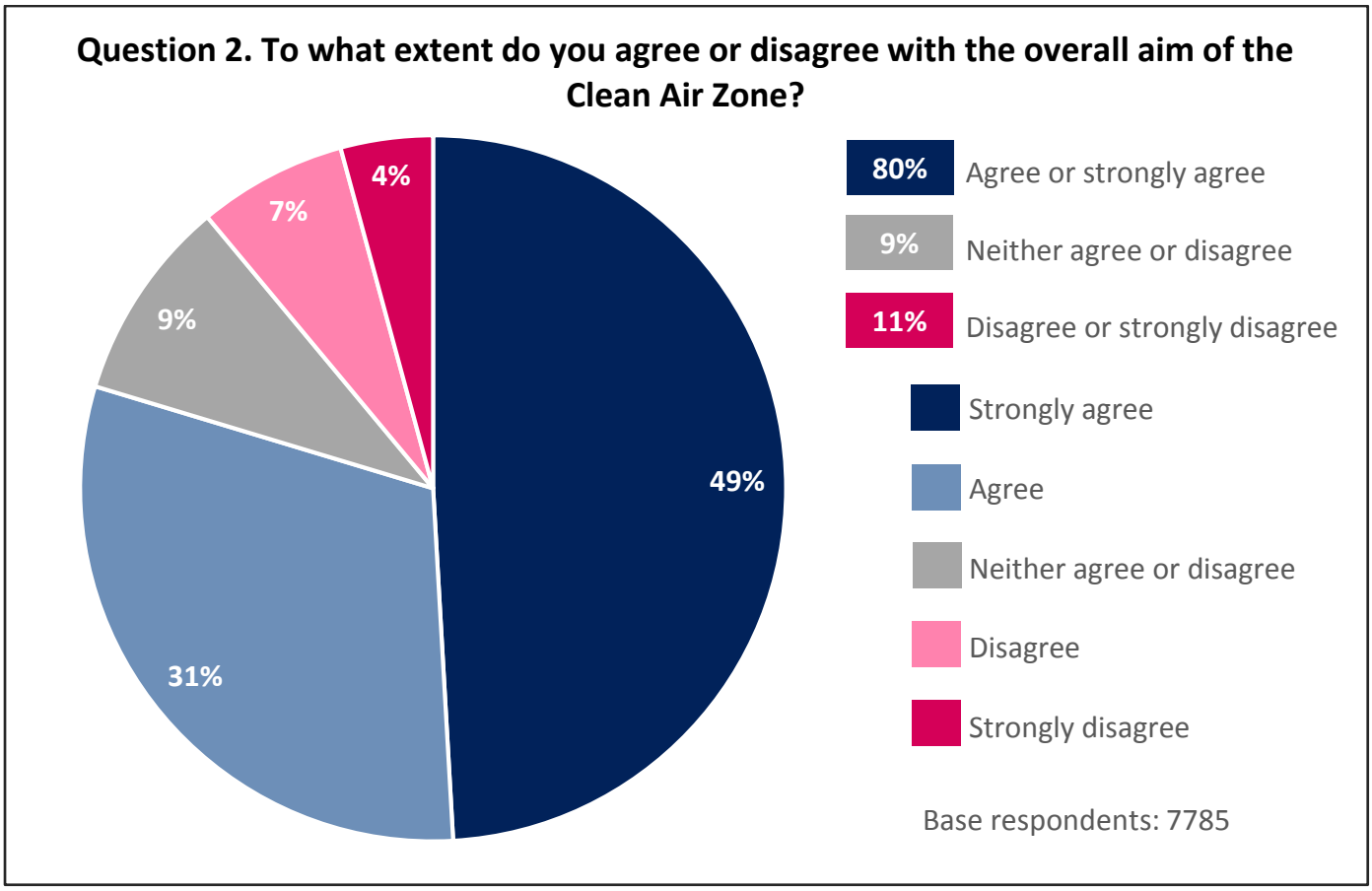


Figure 12

57. The levels of agreement and disagreement varied across the different groups of respondents to the questionnaire. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16. Figure 13 shows these differences which include:
    - There was a much higher level of agreement with the aim of the Clean Air Zone by the respondents that also agreed with the preferred option (94%) compared to respondents that disagreed with the preferred option (55% agreed or strongly agreed with the aim).
    - Members of community groups and organisations and political members had the highest level of agreement with the aim of the Clean Air Zone. Employees and self-employees of businesses and organisations had the lowest level of agreement (70%) and the highest proportion of disagreement (19%).
    - Broadly there were lower levels of agreement and higher levels of agreement with the Clean Air Zone by employees of smaller sized businesses compared to businesses with greater numbers of staff.

- When comparing the number of times businesses travel into or within the proposed Clean Air Zone, there was a higher proportion of agreement (81%) with the aim of the Clean Air Zone by business that would enter the zone once a week or less compared to those that work within or enter the zone more often.

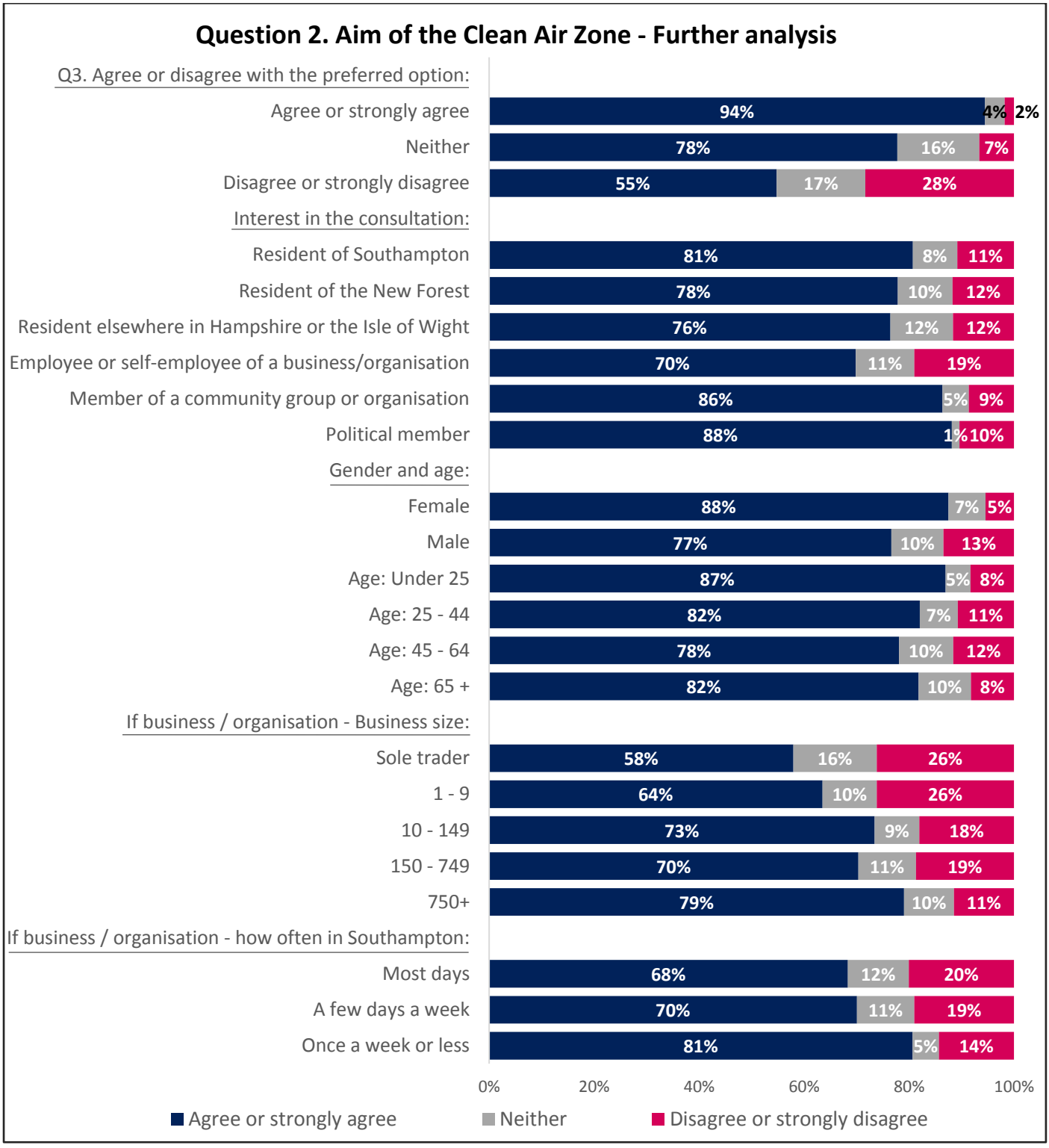


Figure 13

Agreement or disagreement with the preferred option

58. After being asked about the aim of the Clean Air Zone, there was then an outline presented with the questionnaire of the different options considered for a Clean Air Zone including a proposed boundary for the zone itself. A preferred option was identified and described in further detail including the proposed vehicles charged, the proposed charges, and proposed help and support. The next few questions within the questionnaire sought to seek views on different aspects of the preferred option.

59. Respondents were first asked whether they agreed or disagreed with the preferred option overall. Overall, 22% of respondents strongly agreed with the preferred option and 34% agreed. This represented a total of 56% that either agreed or strongly agreed with the preferred option. In total, 16% of respondents strongly disagreed and 16% disagreed with the preferred option which meant 33% of respondents overall either disagreed or strongly disagreed. The remaining 11% of respondents neither agreed nor disagreed with the preferred option.

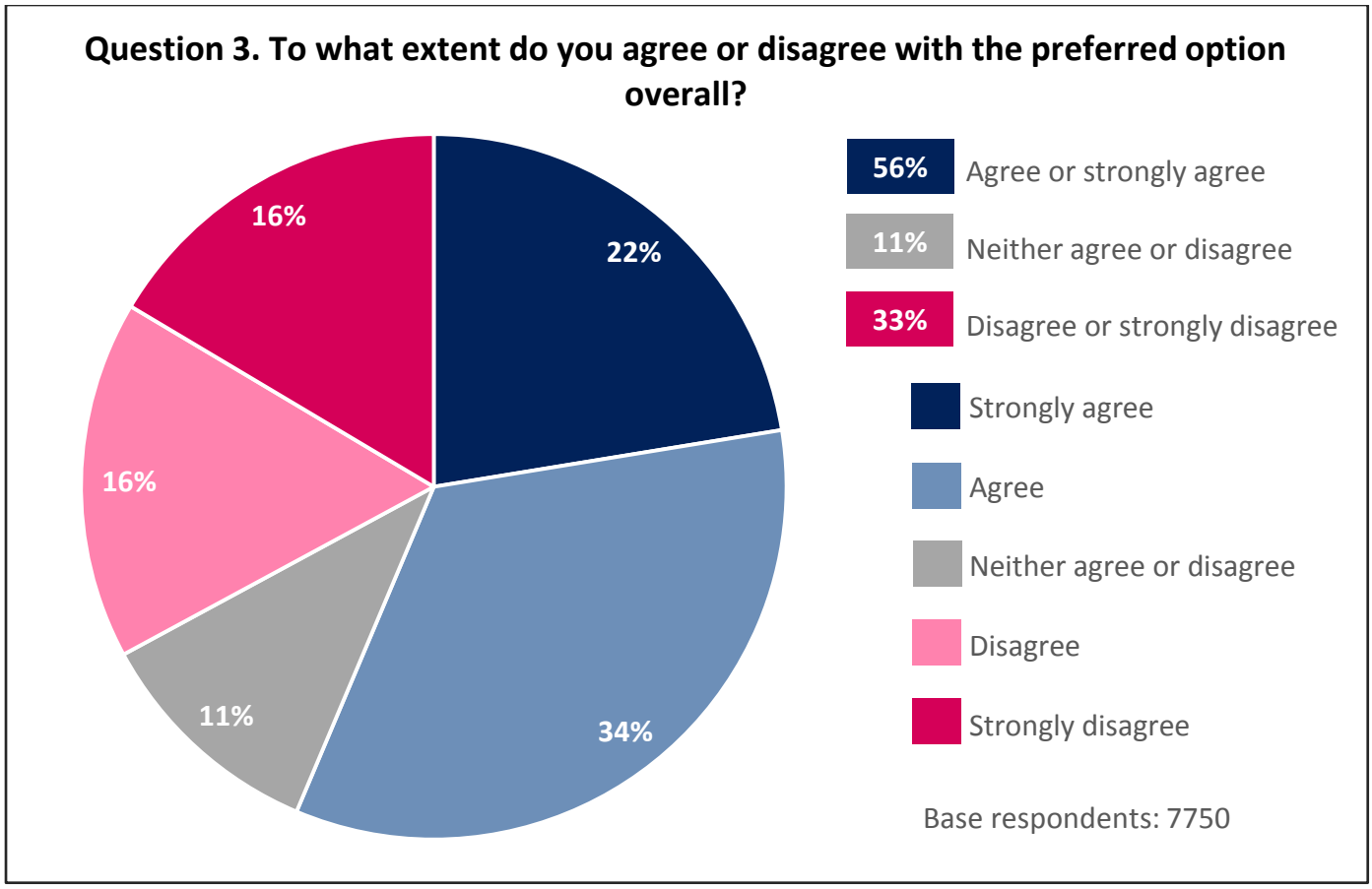


Figure 14

60. The proportions of agreement and disagreement were different across different groups of respondents to the questionnaire as portrayed in figure 15. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16. Observed differences included:
    - Of the respondents that agreed or strongly agreed with the aim of the Clean Air Zone, 67% also agreed or strongly agreed with the preferred option. 23% of the respondents that had expressed agreement with the aim of the Clean Air Zone, expressed disagreement with the preferred option. This is compared to the respondents that disagreed or strongly disagreed with the aim of the Clean Air Zone, as 9% then expressed agreement with the preferred option and 85% disagreement.
    - The highest level of disagreement when comparing different interest in the consultation was by employees or self-employees of a business or organisation. In total, 45% expressed disagreement and

45% expressed agreement. Highest levels of agreement were by community groups and organisations and political members.

- There were higher levels of agreement towards the preferred option by businesses with more than 750 employees compared to smaller businesses.
- There were higher levels of agreement in favour of the preferred option from businesses which enter or work within the proposed Clean Air Zone once a week or less compared to more frequently.

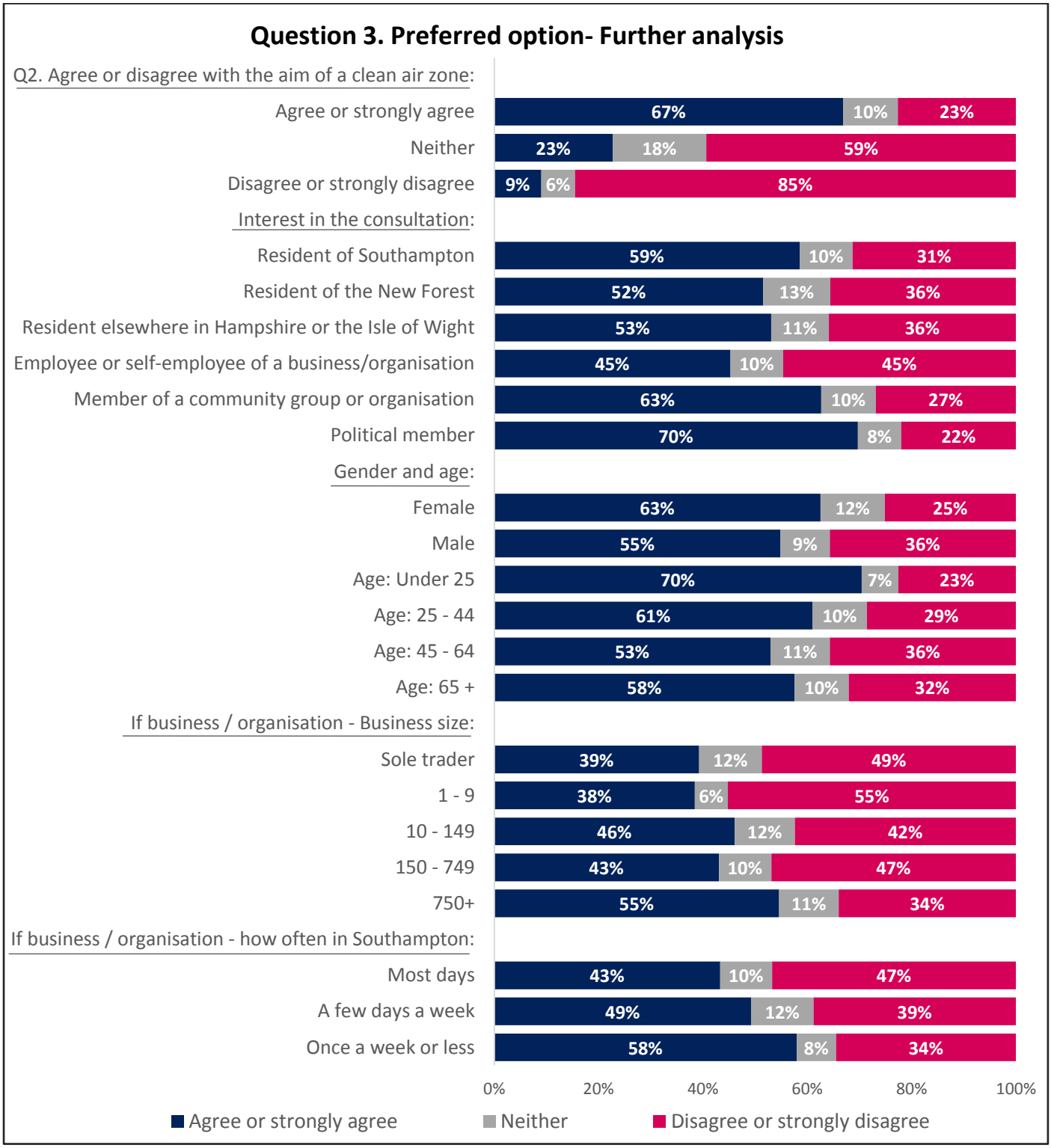


Figure 15

Effectiveness of the preferred option

61. Respondents were asked if they felt that the preferred option presented in the consultation would be effective in reducing levels of nitrogen dioxide to compliant levels within the shortest possible time. In total, 11% of respondents thought the preferred option would be very effective and 41% of respondents felt it would be fairly effective. Combined together, 52% of respondents felt that the preferred option would be either very or fairly effective. 10% felt they did not know whether or not it would be effective. It total, 38% of respondents felt the preferred option would be very or fairly ineffective; of this 21% felt it would be fairly ineffective and 17% very ineffective. Figure 16 presents all of these results.

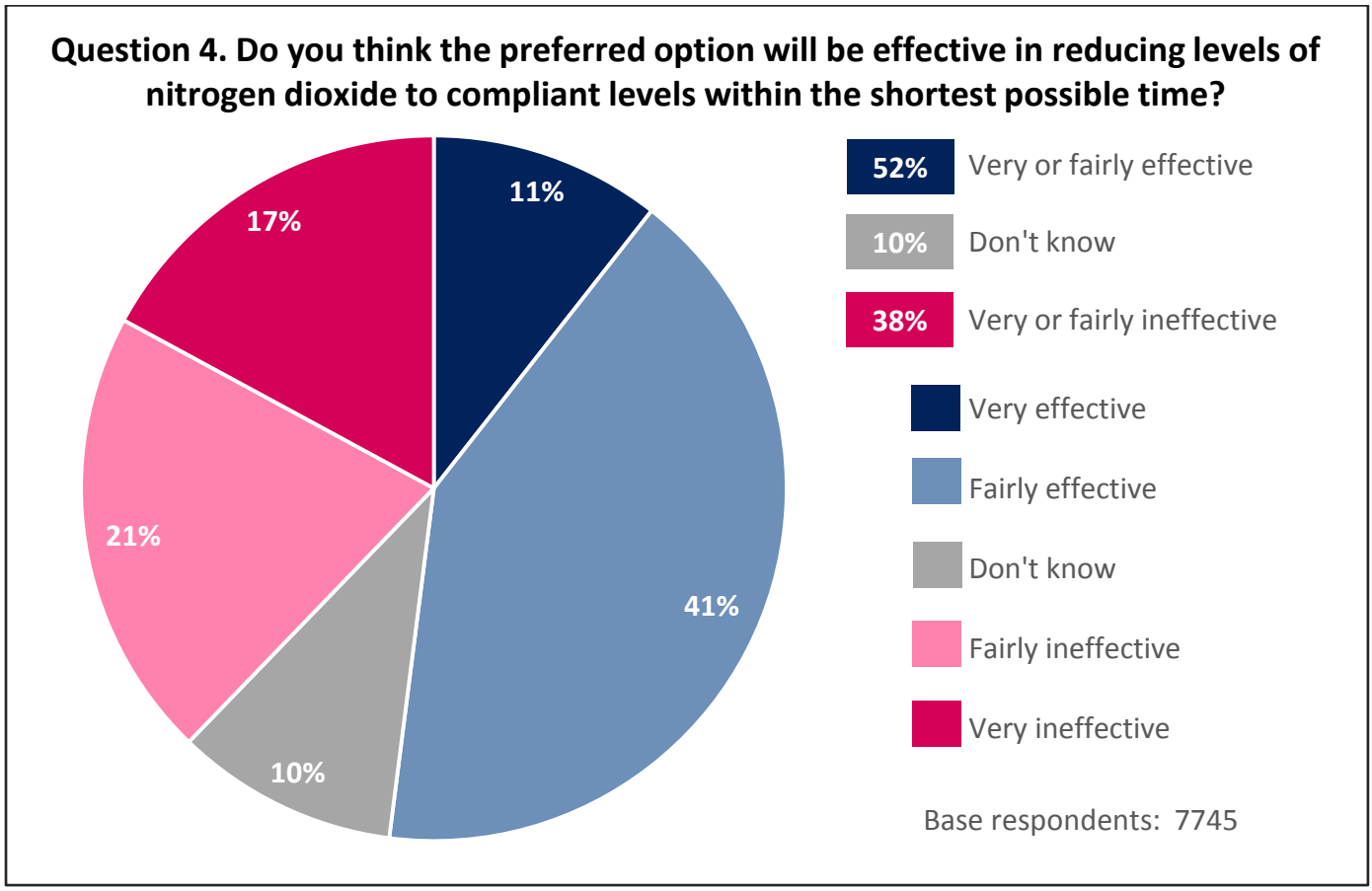


Figure 16

62. When compared across different groups of respondents there were differences compared to the overall results for the question regarding the effectiveness of the preferred option (Figure 17). For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16. Differences identified included:
    - Of the respondents that agreed or strongly agreed with the aim of the Clean Air Zone, 61% felt that the preferred option would be fairly or very effective in reducing nitrogen dioxide to compliant levels within the shortest possible time and 29% felt it would be fairly or very ineffective. Of the respondents that disagreed or strongly disagreed with the aim of the Clean Air Zone, a much lower proportion of respondent felt the preferred option would be effective (11% fairly or very effective) and a higher proportion felt it would be ineffective (81% fairly or very ineffective)
    - Of the respondents that agreed or strongly agreed with the preferred option, the majority (79%) also felt that the preferred option would be effective in reducing nitrogen dioxide to compliant levels within the shortest possible time.

- Employees or self-employees of businesses or organisations had a lower proportion of respondents that felt that the preferred option would be effective (44% fairly or very effective) and a higher proportion of respondents that felt the preferred option would be ineffective (46% fairly or very ineffective) when compared to residents of Southampton, New Forest, Hampshire and members of community groups, organisations or political members.
- A lower proportion of sole traders and businesses with 1 - 9 employees felt that the preferred option would be effective compared to businesses with more than 10 employees.

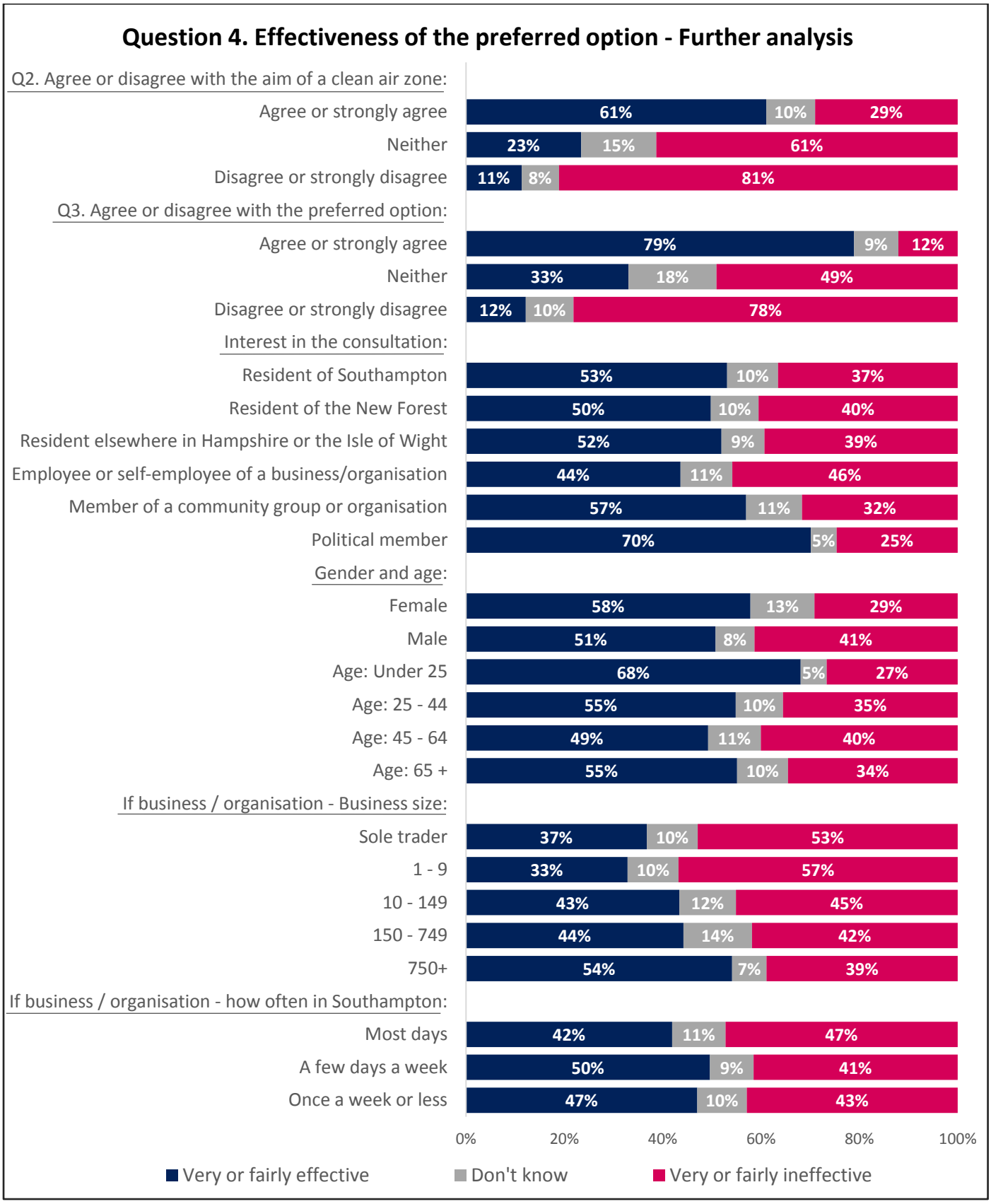

Question 4. Effectiveness of the preferred option - Further analysis
Q2. Agree or disagree with the aim of a clean air zone:
Agree or strongly agree 61% 10% 29%
Neither 23% 15% 61%
Disagree or strongly disagree 11% 8% 81%
Q3. Agree or disagree with the preferred option:
Agree or strongly agree 79% 9% 12%
Neither 33% 18% 49%
Disagree or strongly disagree 12% 10% 78%
Interest in the consultation:
Resident of Southampton 53% 10% 37%
Resident of the New Forest 50% 10% 40%
Resident elsewhere in Hampshire or the Isle of Wight 52% 9% 39%
Employee or self-employee of a business/organisation 44% 11% 46%
Member of a community group or organisation 57% 11% 32%
Political member 70% 5% 25%
Gender and age:
Female 58% 13% 29%
Male 51% 8% 41%
Age: Under 25 68% 5% 27%
Age: 25 - 44 55% 10% 35%
Age: 45 - 64 49% 11% 40%
Age: 65 + 55% 10% 34%
If business / organisation - Business size:
Sole trader 37% 10% 53%
1 - 9 33% 10% 57%
10 - 149 43% 12% 45%
150 - 749 44% 14% 42%
750+ 54% 7% 39%
If business / organisation - how often in Southampton:
Most days 42% 11% 47%
A few days a week 50% 9% 41%
Once a week or less 47% 10% 43%
0% 20% 40% 60% 80% 100%
Very or fairly effective
Don't know
Very or fairly ineffective

Figure 17

Agreement or disagreement with the proposed boundary of the Clean Air Zone

63. Respondents were asked to what extent they agreed or disagreed with the proposed boundary of the Clean Air Zone; the results are presented within figure 18. Overall 54% of respondents agreed or strongly agreed with the proposed boundary. This was broken down into 21% of respondents that strongly agreed and 34% of respondents that agreed. A combined total of 28% of respondents either disagreed or strongly disagreed with the proposed boundary. Of this 15% of respondents disagreed and 13% strongly disagreed.

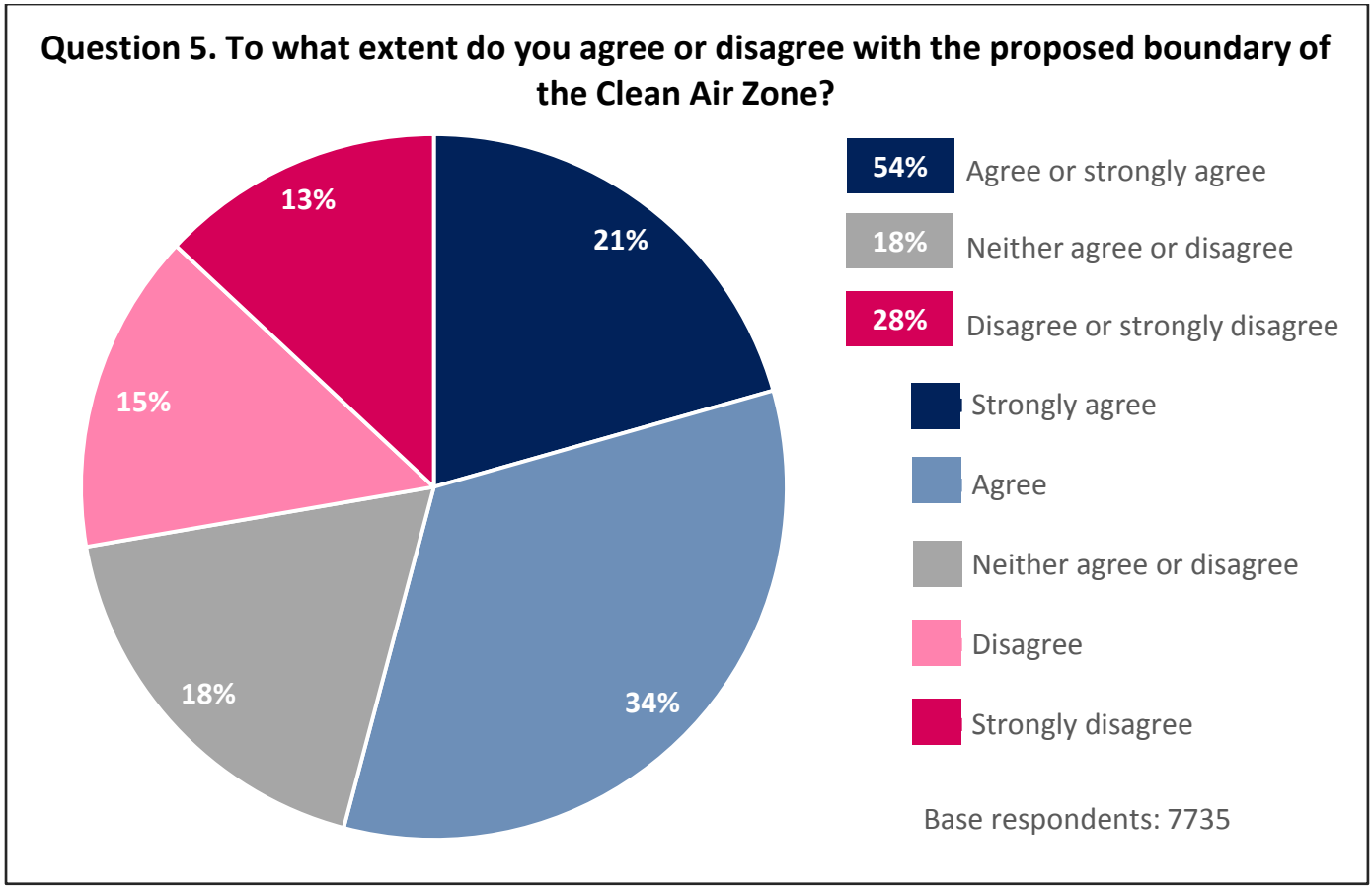


Figure 18

64. Figure 19 shows the levels of agreement and disagreement with the proposed boundary by different groups of respondents. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16. Differences in the levels of agreement and disagreement included:
    - Of the respondents that agreed or strongly agreed with the aim of the Clean Air Zone, 65% agreed or strongly agreed with the proposed boundary. This is much higher than those respondents which disagreed or strongly disagreed with the aim of the Clean Air Zone as 9% agreed or strongly agreed with the boundary.
    - Of the respondents that agreed or strongly agreed with the preferred option, 78% of them also agreed or strongly agreed with the proposed boundary. A further 13% neither agreed nor disagreed and 9% disagreed or strongly disagreed.
    - There were lower levels of agreement and higher levels of disagreement regarding the proposed boundary of employees or self-employees of businesses or organisations compared to residents, community organisations and political members.
    - When comparisons were made across the respondents from different sized businesses, there was a higher proportion of respondents who were employees of businesses with more than 750 members of staff that agreed with the proposed boundary. The highest level of disagreement towards to proposed boundary was from sole traders (48%).

- There was also a higher level of agreement with the proposed boundary with businesses that enter or work within the proposed boundary once a week or less (56%) compared to business that enter or work within the proposed boundary most days (40%).

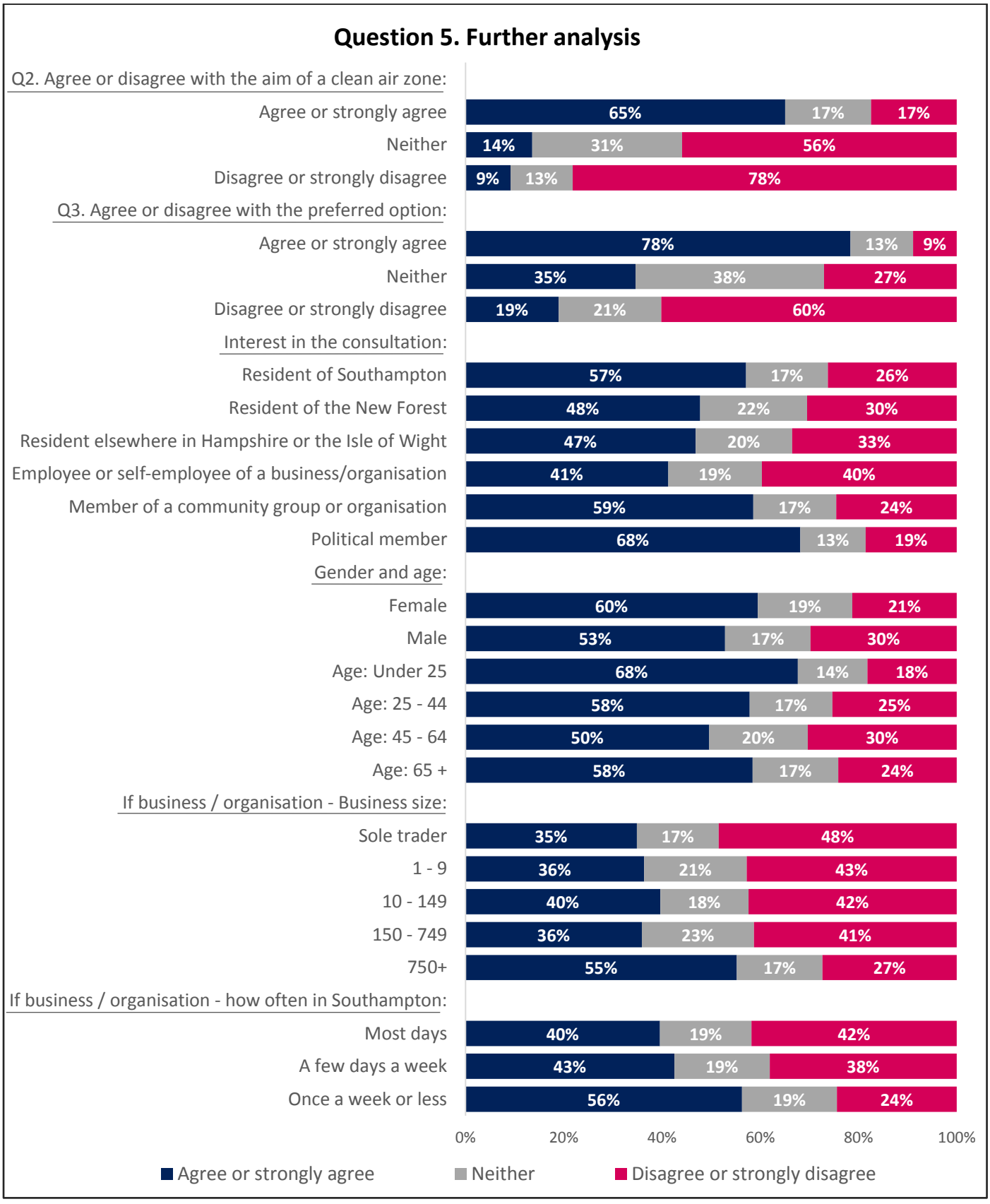


Figure 19

Feedback on the proposed charges for non-compliant vehicles

65. The sixth question in the questionnaire asked respondents what they thought about the proposed daily charges for non-compliant vehicles. For each of the 4 non-compliant vehicles groups, respondents were able to rate whether they felt the proposed charges were far too low, slightly too low, the right amount, slightly too high, far too high or there should be no charge.

66. Respondents were first asked about the charge of £100 a day for non-compliant Heavy Goods Vehicles (HGVs). Figure 20 shows that 14% of respondents felt that the charge for HGVs was too low (6% far too low and 8% slightly too low). Overall, 47% of respondents felt that the proposed charge for HGVs was too high or there should be no charge (14% slightly too high, 17% far too high and 16% there should be no charge). The remaining 39% of respondents felt that the proposed charges for HGVs were the right amount.

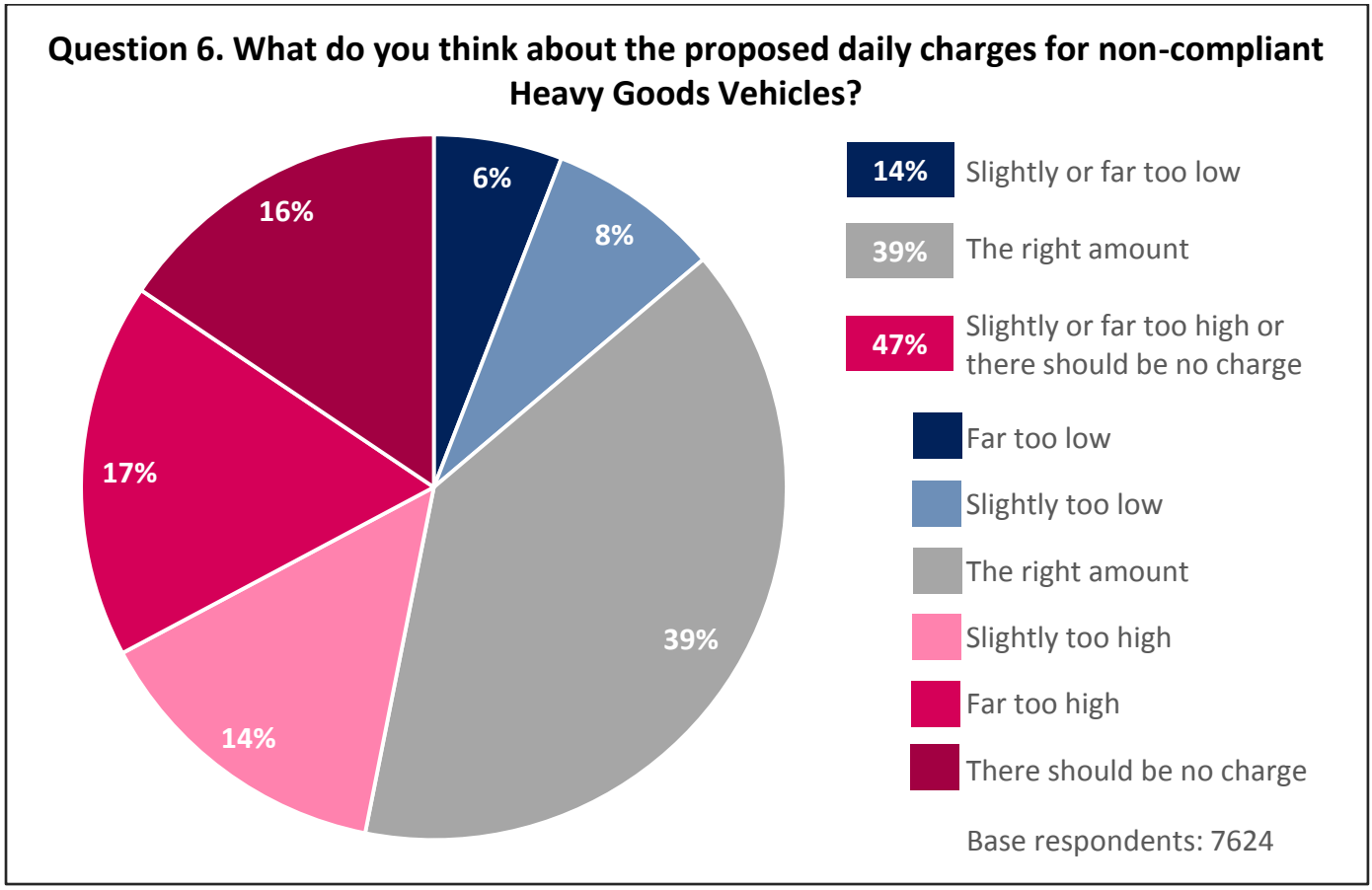


Figure 20

67. Respondents were next asked what they thought about the proposed charge of £100 a day for non-complaint coaches (see figure 21). In total, 11% of respondents felt that the charge was too low. Of this 4% felt the charge was far too low and 7% felt it was slightly too low. A total of 51% of respondents felt that the proposed charge for coaches was too high or there should be no charge (17% slightly too high, 17% far too high and 18% there should be no charge). The remaining 38% of respondents felt that the proposed charge for coaches was the right amount.

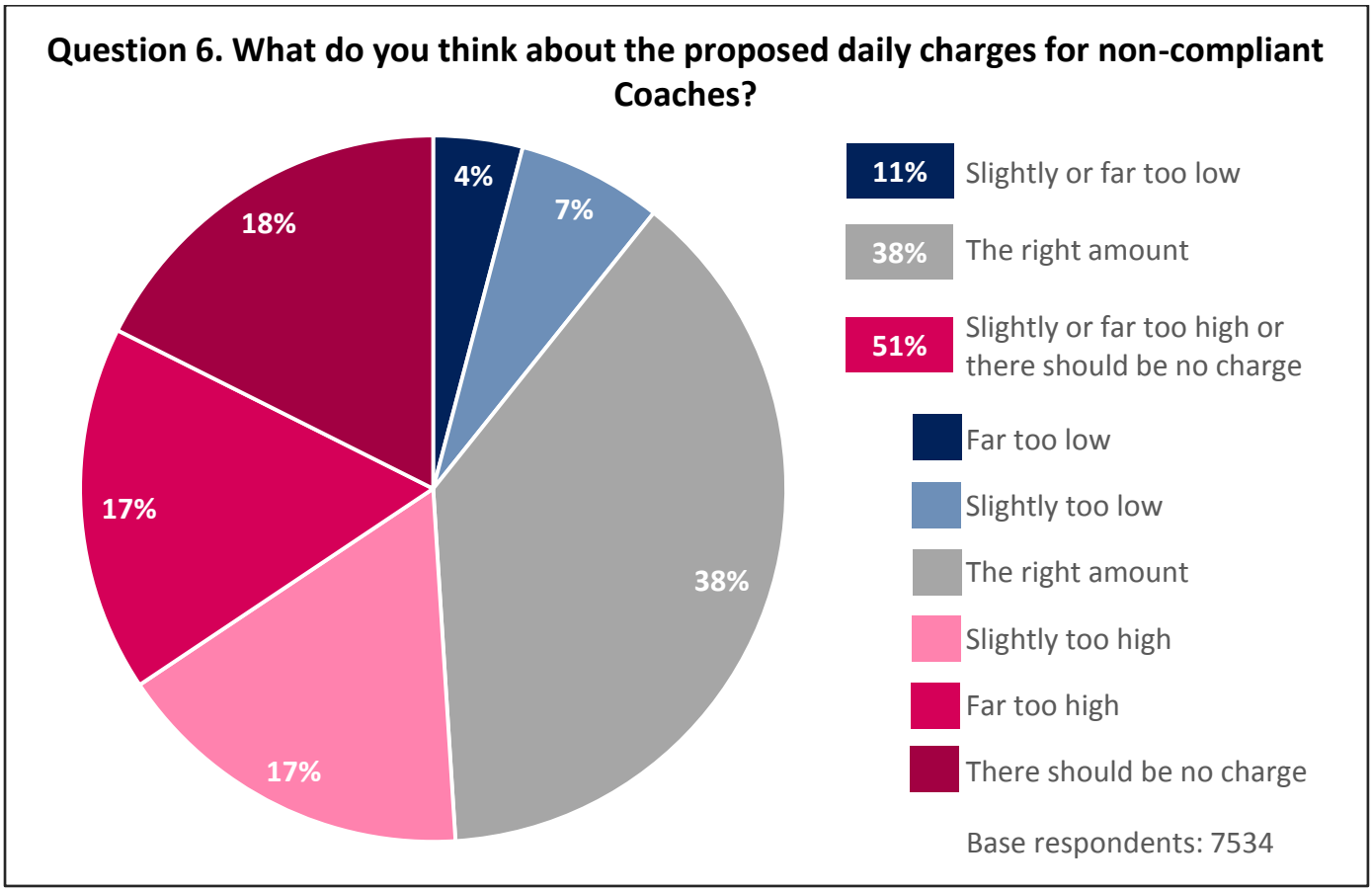


Figure 21

68. Respondents were next asked their thoughts of the proposed charge of £100 a day for non-compliant buses. Figure 22 shows that 4% of respondents felt the charge was far too low and 5% felt it was slightly too low, representing a total of 9% of respondents. In comparison, 56% of respondents felt that the proposed charge for buses far too high or that there should be no charge (16% slightly too high, 17% far too high and 23% there should be no charge). The remaining 35% of respondents felt the charge for buses was the right amount.

69. When compared to HGVs, coaches, and taxis and private hire vehicles, a higher proportion of respondents felt that the proposed charge for non-compliant buses was too high or that there should be no charge. The question of the proposed charge for non-compliant buses also has the lowest proportion of respondents that felt the charge was too low when compared to the other vehicles groups.

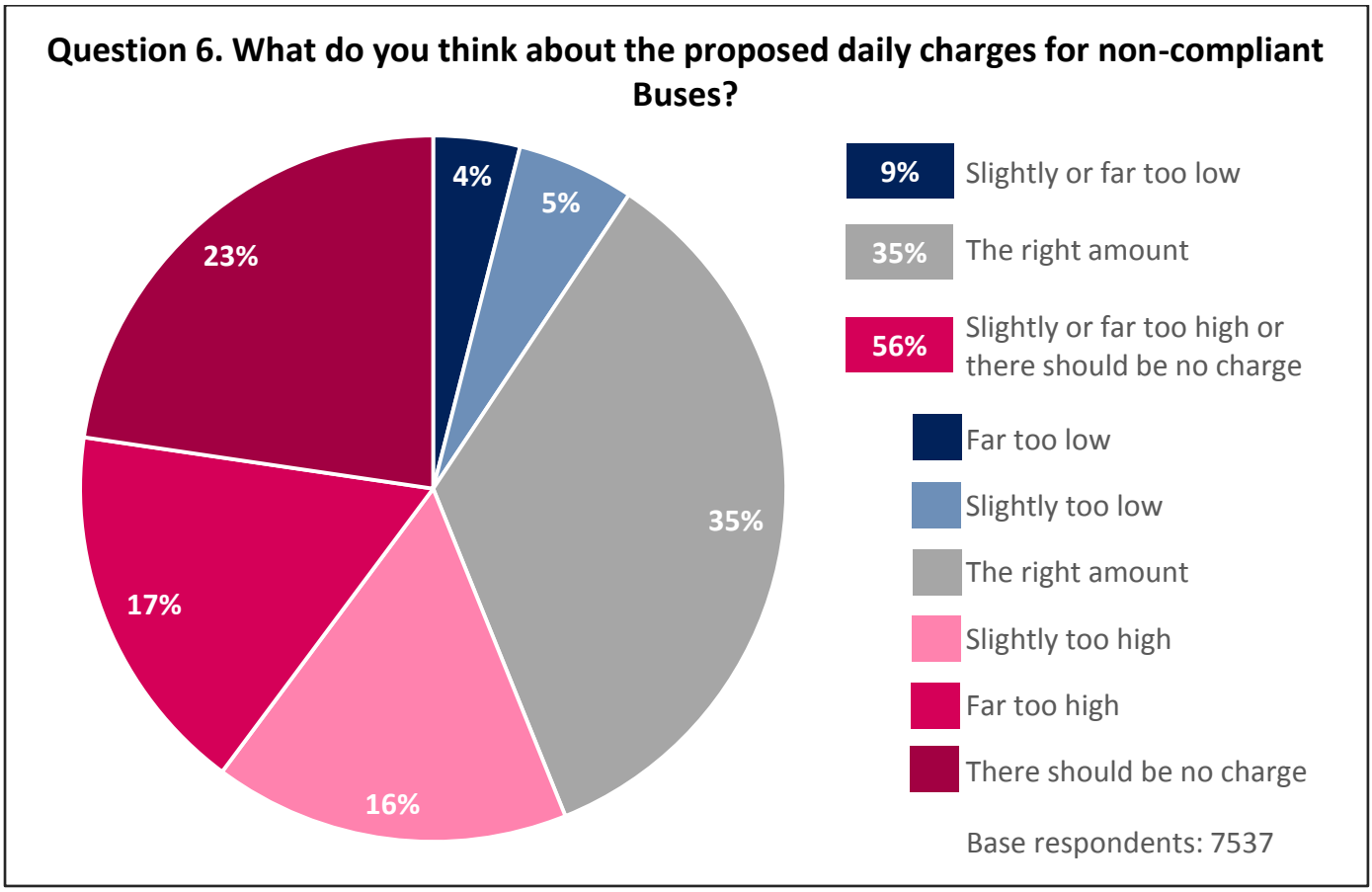


Figure 22

70. Lastly respondents were asked what they thought about the proposed daily charge of £12.50 for taxis and private hire vehicles (see figure 23). In total, 14% of respondents felt that the charge for taxis and private hire vehicles was too low. Of this 6% thought it was far too low and 9% slightly too low. Overall, 38% of respondents felt the proposed charge for taxis and private hire vehicles was the right amount. The remaining 48% of respondents felt the charge was too high or there should be no charge. Of this 15% felt it was slightly too high, 12% far too high and 21% that there should be no charge.

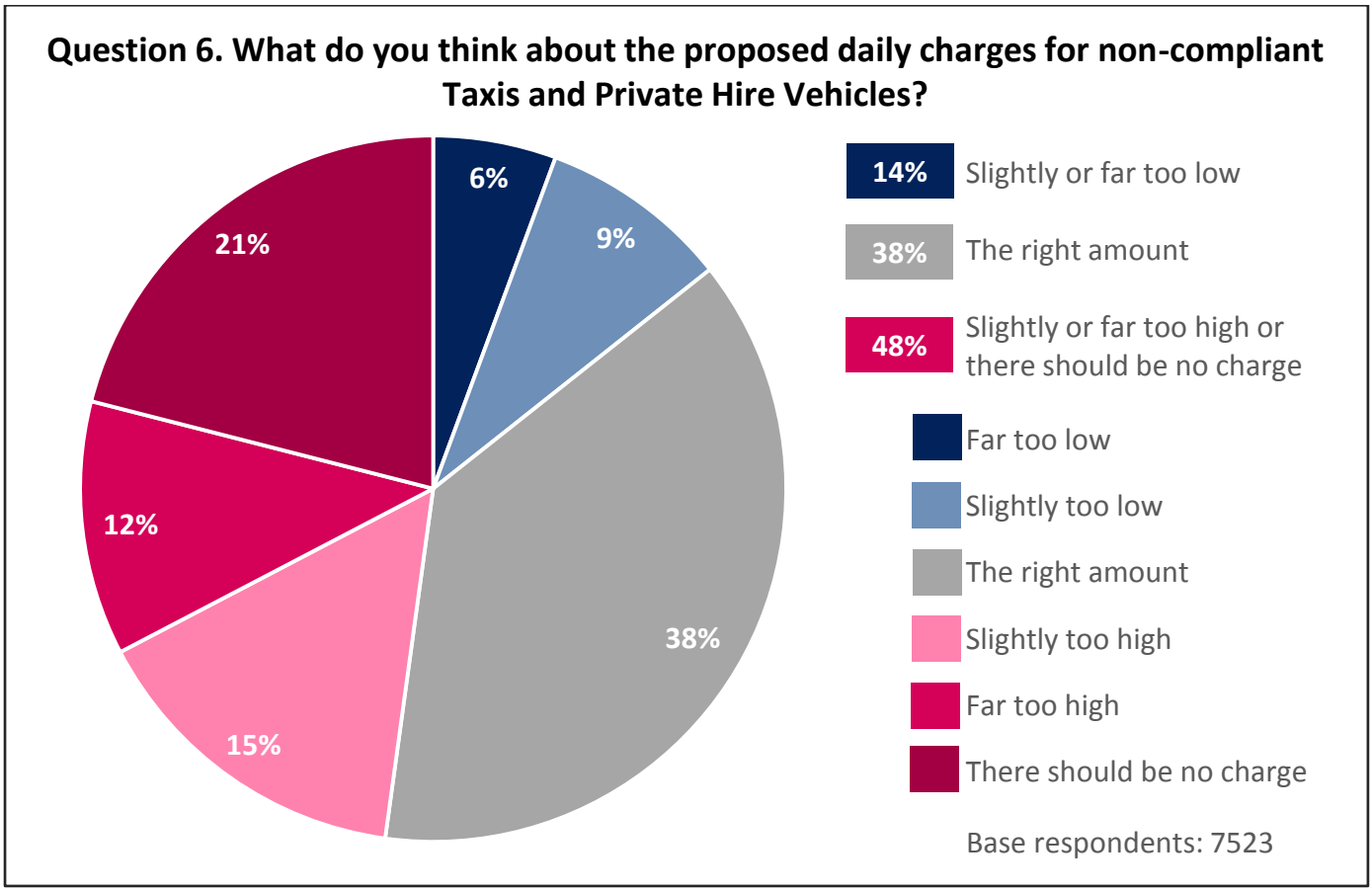


Figure 23

71. The results for question 6 regarding the proposed daily charges for non-compliant vehicles was also broken down by different groups of respondents to the consultation. Figure 24 shows the breakdown for HGVs, figure 25 for coaches, figure 26 for buses and figure 27 for taxis and private hire vehicles. For details on how to interpret these graphs and other similar graphs throughout the report, please see table 2 on page 16.

72. Figure 24 shows the breakdown of results by different groups of respondents regarding the proposed daily charges for non-compliant HGVs.

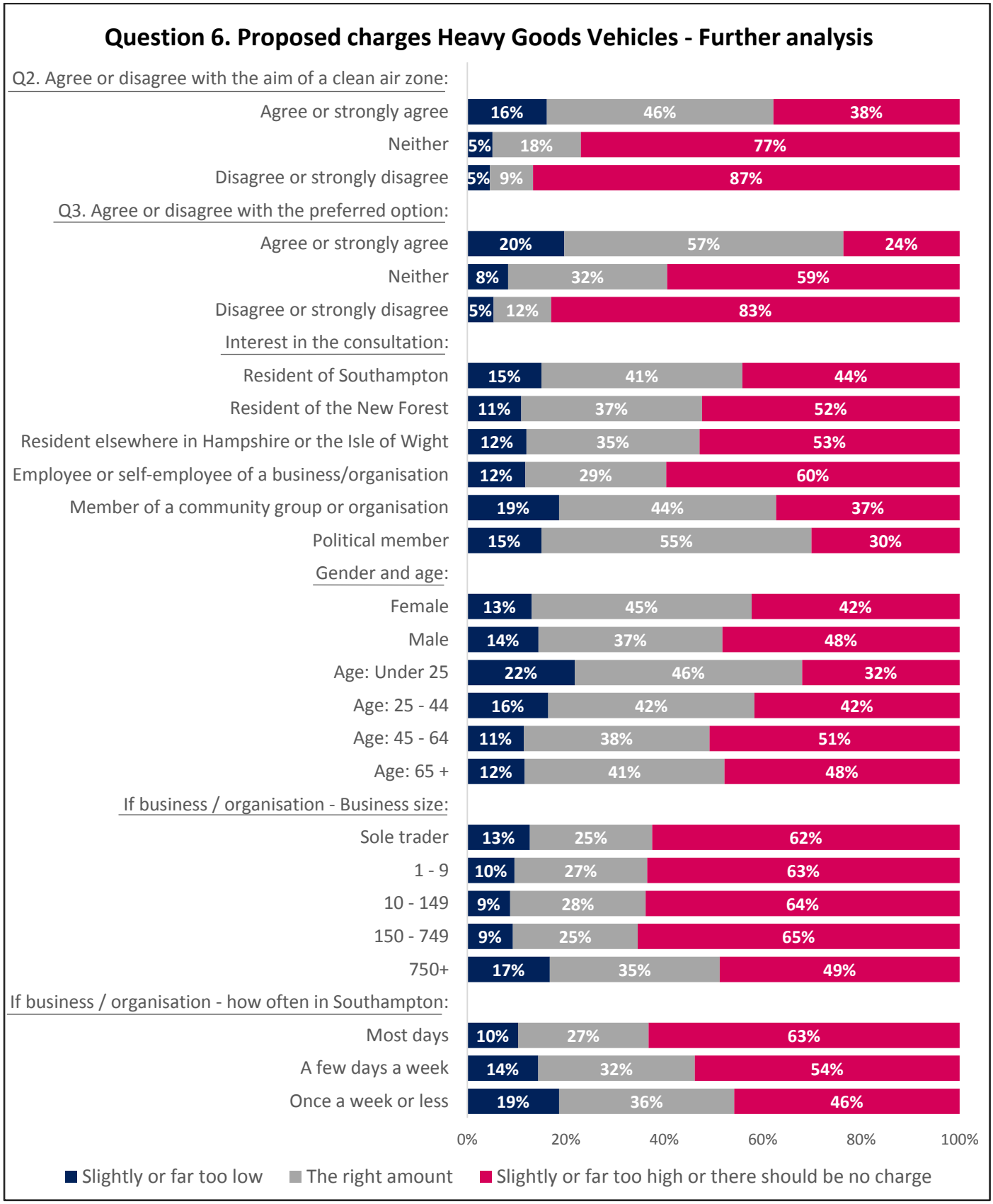


Figure 24

73. Figure 25 shows the breakdown of results by different groups of respondents regarding the proposed daily charges for non-compliant Coaches.

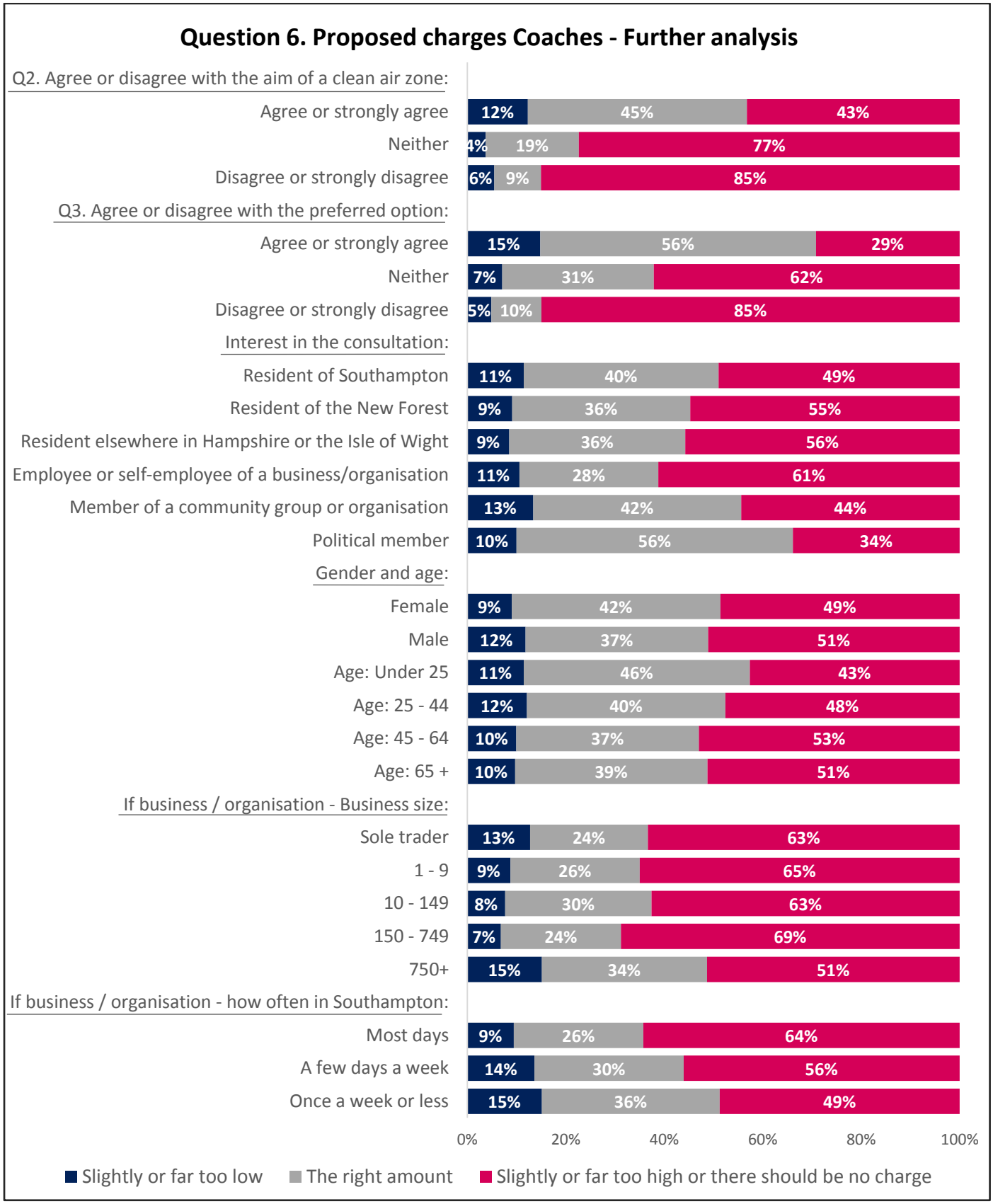


Figure 25

74. Figure 26 shows the breakdown of results by different groups of respondents regarding the proposed daily charges for non-compliant Buses.

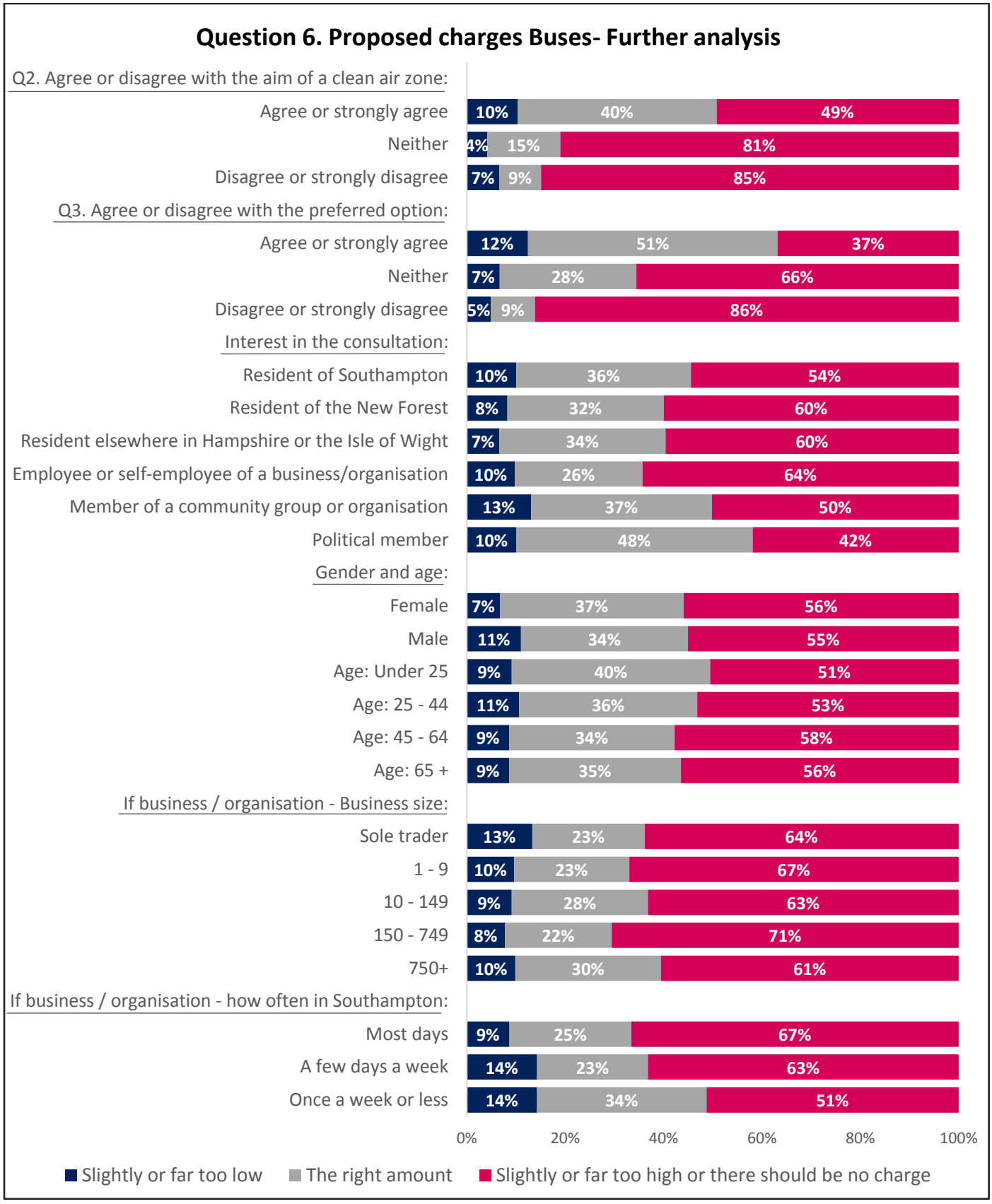


Figure 26

75. Figure 27 shows the breakdown of results by different groups of respondents regarding the proposed daily charges for non-compliant Taxis and Private Hire Vehicles.

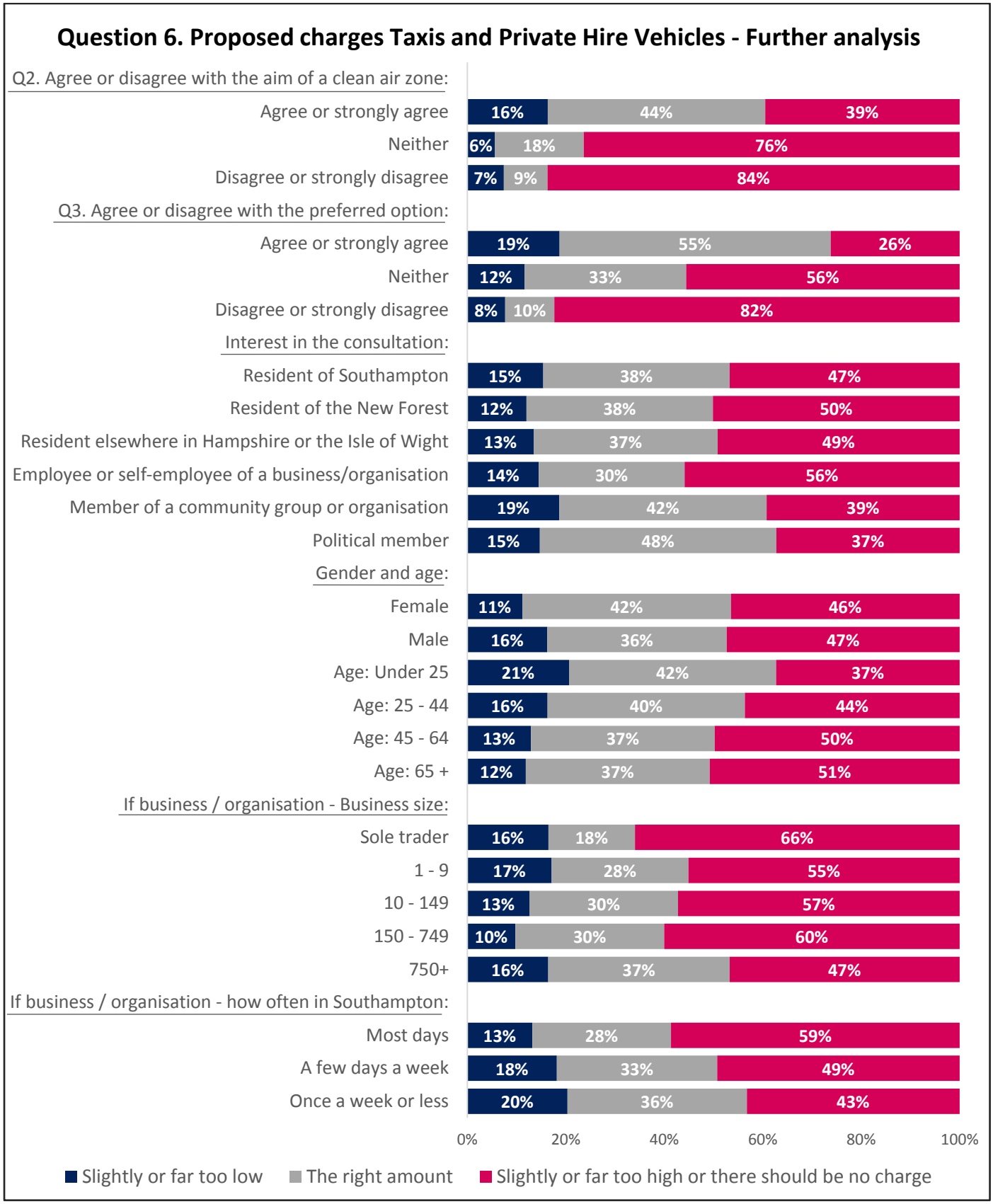


Figure 27

76. The next question respondents were asked within the questionnaire was how they would be likely to respond if they were required to pay a charge at the proposed rates. Respondents were provided with a list of options to choose from. Figure 28 shows the proportion of respondents that selected each option.

77. The option selected by the highest proportion of respondents (37%) was that they would cancel the trip. The second highest response was that they would use another mode of transport (24%). A total of 14% of respondents said they would re-route their journey and a further 14% said they would upgrade their vehicle. The least popular options were pay the fee (9%) and use a distribution hub (2%).

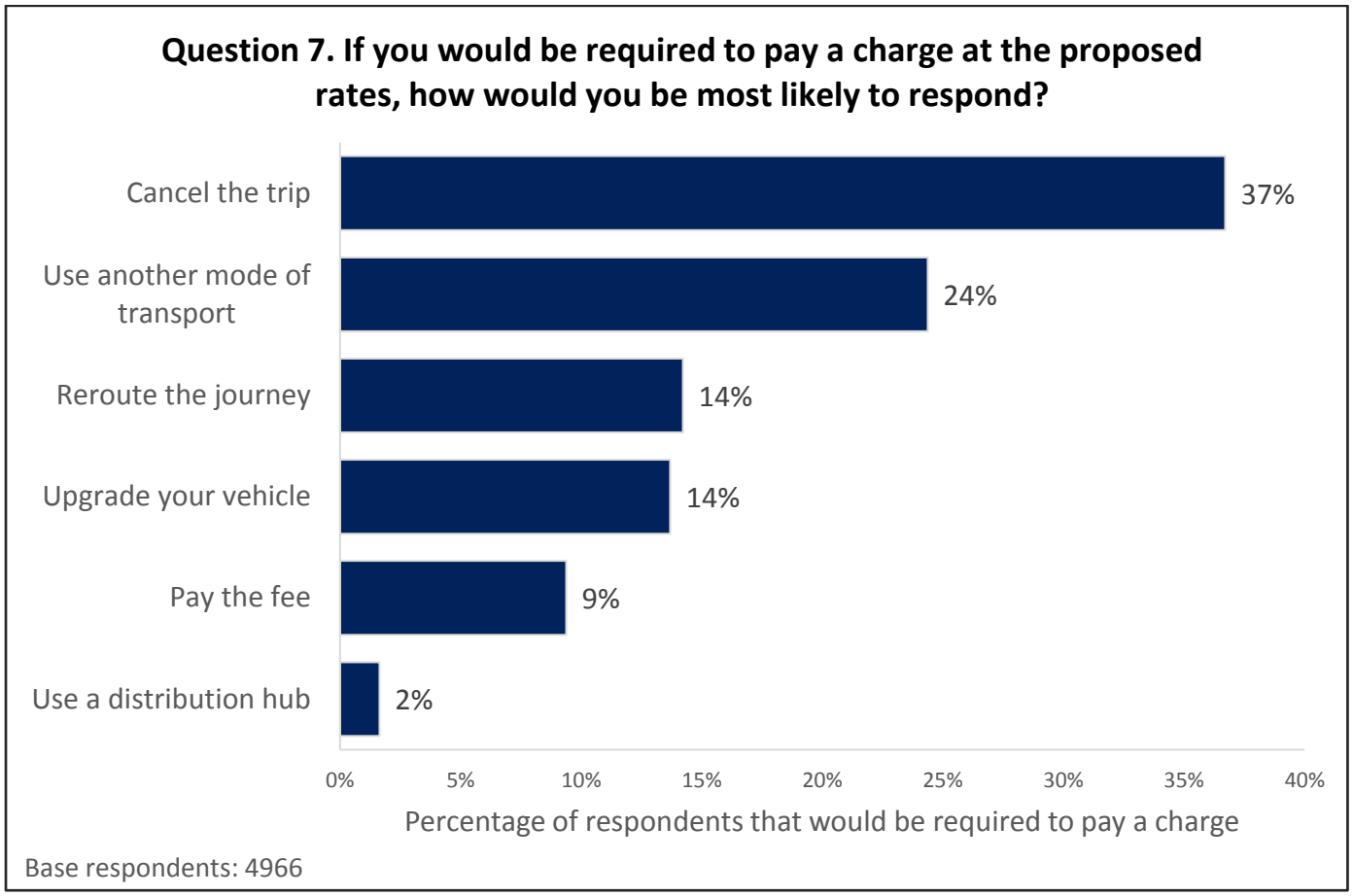


Figure 28

78. The following table (figure 29) highlights the differences in responses when the result were broken down by different groups of respondents to the consultation.

	Cancel the trip	Use another mode of transport	Reroute the journey	Upgrade your vehicle	Pay the fee	Use a distribution hub
Q2. Agree or disagree with the aim of a Clean Air Zone:						
Agree or Strongly agree	25%	31%	14%	17%	11%	2%
Neither	65%	6%	18%	5%	6%	1%
Disagree or Strongly disagree	76%	3%	14%	2%	4%	1%
Q3. Agree or disagree with the preferred option:						
Agree or Strongly agree	15%	37%	11%	23%	12%	2%
Neither	39%	20%	21%	9%	9%	2%
Disagree or Strongly disagree	64%	10%	16%	3%	6%	1%
Interest in the consultation:						
As a resident of Southampton	33%	27%	14%	16%	9%	2%
As a resident of the New Forest	44%	21%	14%	10%	9%	2%
As a resident of Hampshire or the Isle of Wight	44%	19%	15%	12%	9%	1%
As an employee or self-employee of a business or organisation	44%	17%	14%	14%	10%	1%
As a member of a community group or organisation	30%	33%	13%	13%	8%	3%
A political member	18%	31%	16%	17%	12%	6%
Gender and Age:						
Female	32%	29%	14%	13%	10%	2%
Male	38%	22%	14%	15%	9%	2%
Under 25	21%	45%	12%	14%	8%	1%
25 - 44	34%	27%	12%	15%	10%	1%
45 - 64	39%	21%	15%	14%	9%	1%
65+	36%	24%	16%	13%	9%	3%
If business / organisation - Business size:						
Sole trader	46%	14%	14%	12%	11%	2%
1 - 9	51%	14%	11%	16%	7%	1%
10 - 149	51%	12%	12%	12%	12%	0%
150 - 749	44%	13%	19%	13%	9%	1%
750+	32%	31%	14%	13%	9%	1%
If business / organisation - how often in Southampton:						
Most days	46%	16%	14%	12%	10%	1%
A few days a week	38%	26%	13%	14%	9%	1%
Once a week or less	42%	21%	13%	16%	5%	3%

Figure 29

Agreement or disagreement with the proposed help and support plans for non-compliant vehicles

79. The questionnaire then moved on to ask respondents to what extent they agreed or disagreed with the proposed help and support plans for non-compliant vehicles. Respondents were asked the question for each of the vehicles groups: Heavy Goods Vehicles (HGVs), Coaches, Buses and Taxis and private hire vehicles.

80. The proposed help and support plan for non-compliant HGVs was:

> "Exemptions and discounts on charge for vehicles determined by the council to be adversely impacted by a full charge. Incentives for upgrading to Clean Air Zone compliant vehicles. Access to support for promoting Clean Air Zone compliant and low emission logistical operations."

81. Figure 30 shows levels of agreement and disagreement for the proposed help and support plans for non-compliant HGVs. Overall 52% of respondents either agreed or strongly agreed with the help and support plans (14% Strongly agree, 38% agree). A further 28% of respondents neither agreed nor disagreed with the help and support plans. In total, 20% of respondents either disagreed or strongly disagreed with the proposals, of which 8% disagreed and 11% strongly disagreed.

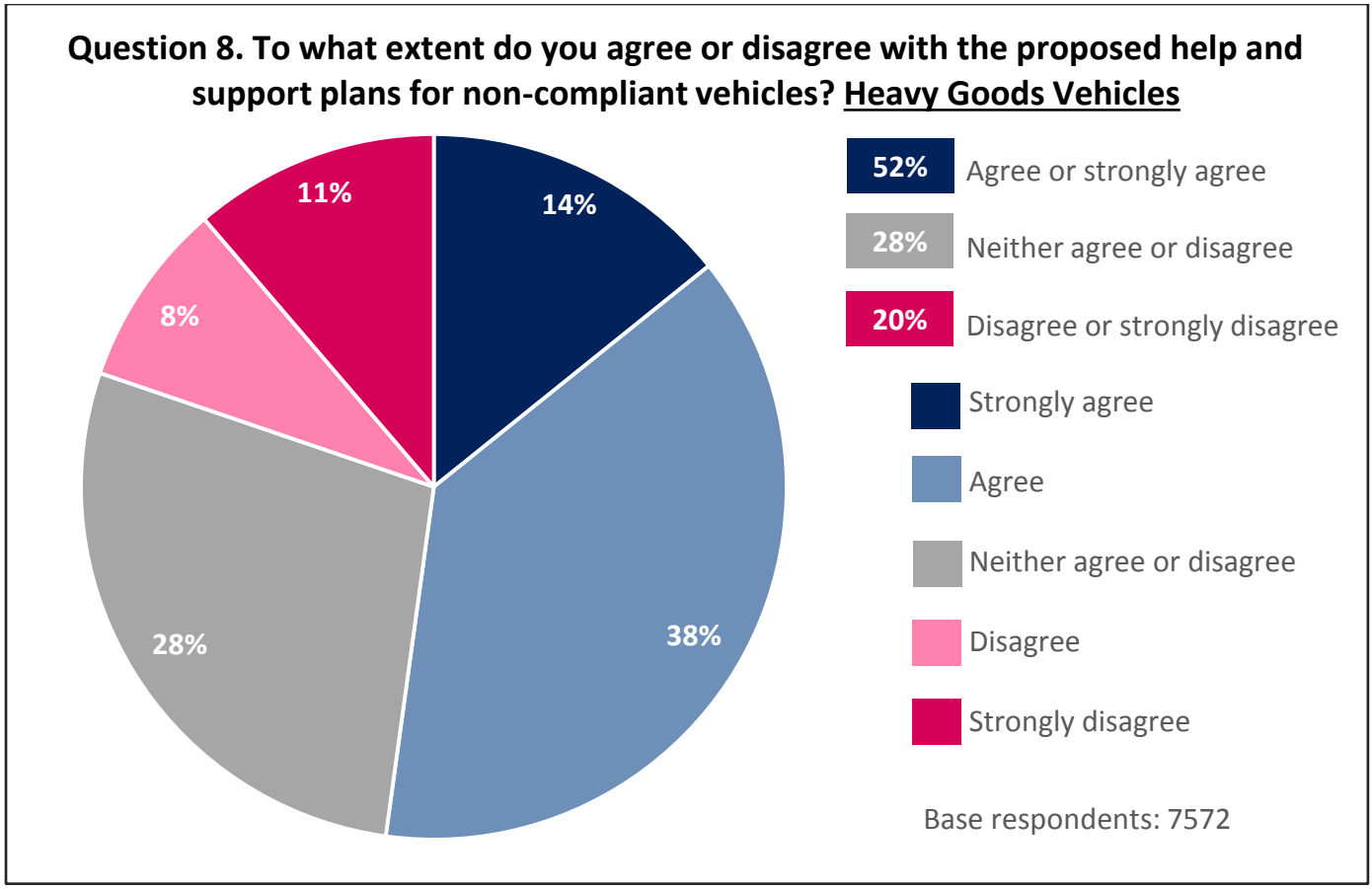


Figure 30

82. The proposed help and support plan for non-compliant coaches was:

> "Exemptions and discounts on charge for vehicles determined by the council to be adversely impacted by a full charge. Incentives for upgrading to Clean Air Zone compliant vehicles. Access to support for promoting Clean Air Zone compliant operations."

83. Figure 31 shows the level of agreement and disagreement regarding the proposed help and support plans for non-compliant coaches. Overall, 12% of respondents strongly agreed with the proposed help and support plans

for coaches and 39% agreed. This totalled 51% of respondents that expressed agreement. In total, 20% of respondents disagreed or strongly disagreed with the proposed help and support plans for coaches (9% disagreed, 11% strongly disagreed). The remaining 29% of respondents neither agreed nor disagreed.

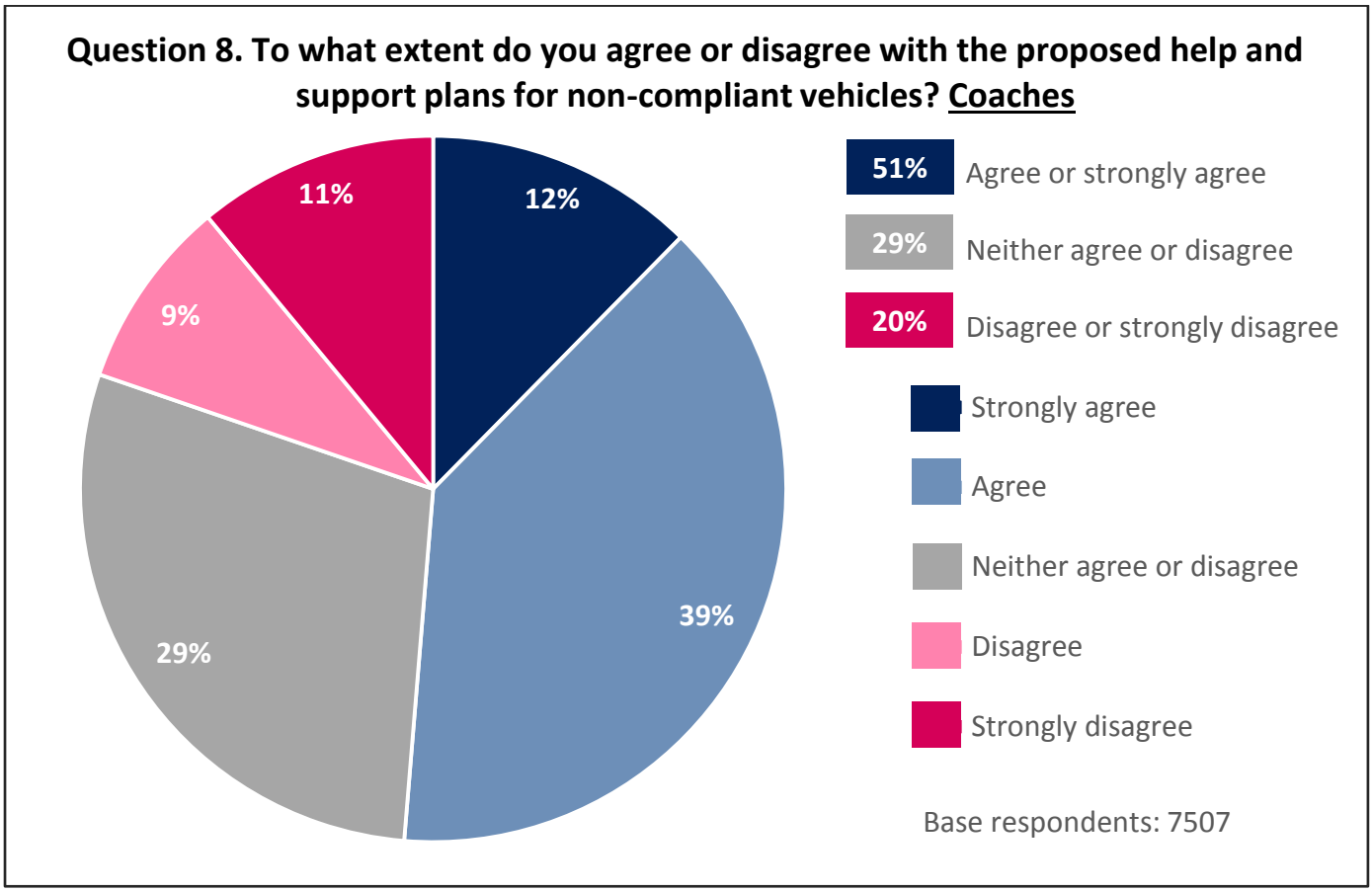


Figure 31

84. Respondents were next asked about the proposed help and support plans for buses. This was:
"Funding already received to retrofit buses entering Southampton with accredited retrofit technology."

85. Figure 32 shows the levels of agreement and disagreement for the proposed help and support plans for buses. Overall, 53% of respondents agreed or strongly agreed and 20% of respondents strongly disagreed or disagreed. Of this 14% strongly agreed, 39% agreed, 8% disagreed and 11% strongly disagreed. The remaining 28% of respondents neither agreed nor disagreed.

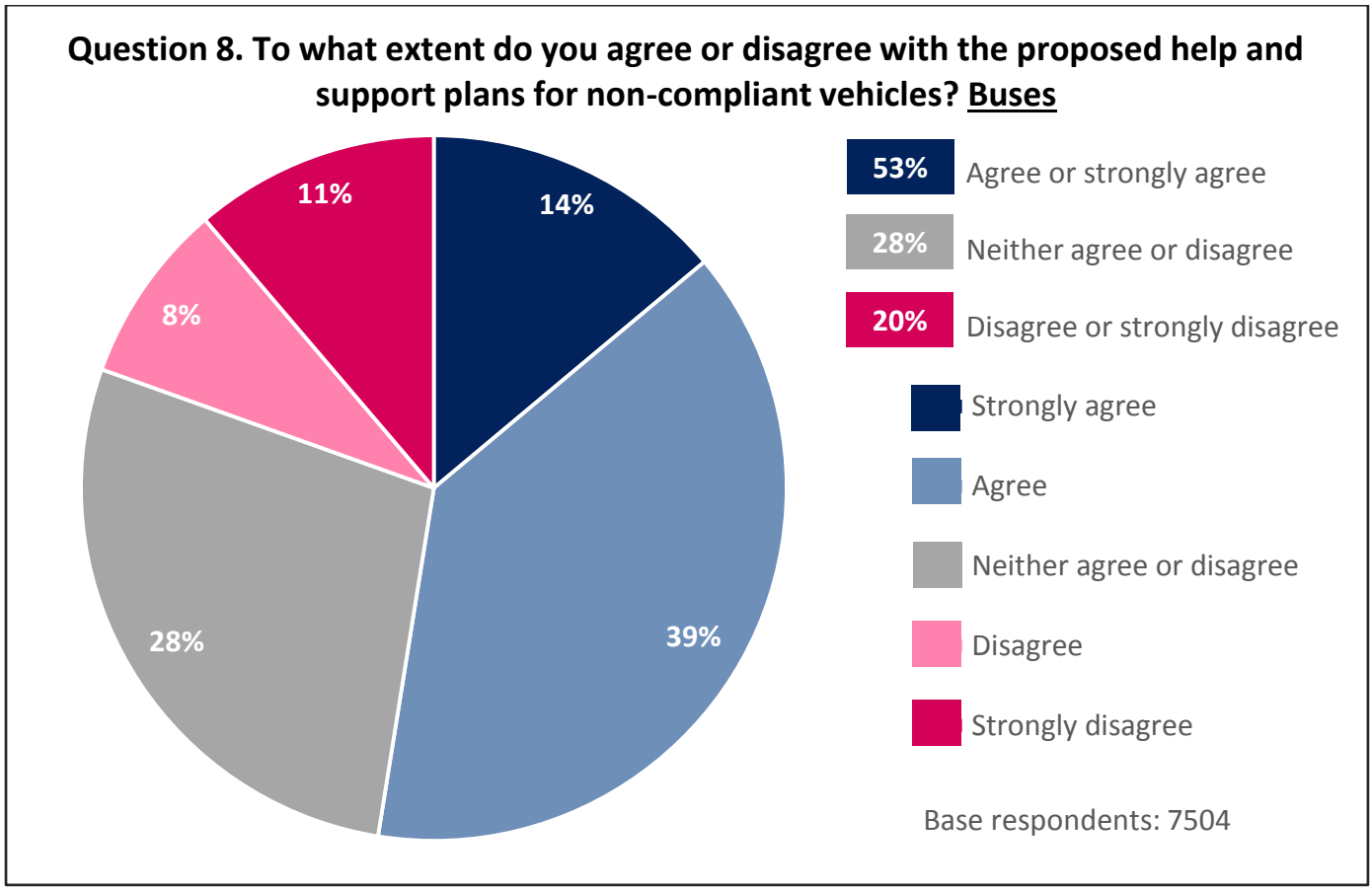


Figure 32

86. The proposed help and support for non-complaint taxis and private hire vehicles was:
"Discounts on charge for vehicles determined by the council to be adversely impacted by a full charge. Incentives for upgrading to Clean Air Zone compliant eligible vehicles."

87. Figure 33 shows the levels of agreement and disagreement with the proposed help and support plans for taxis and private hire vehicles. Overall, 49% of respondents agreed or strongly agreed with the proposed help and support. Of this 11% strongly agreed and 38% agreed. A further 30% of respondents neither agreed nor disagreed with the proposals. The remaining 21% of respondents disagreed (9%) or strongly disagreed (12%) with the proposals.

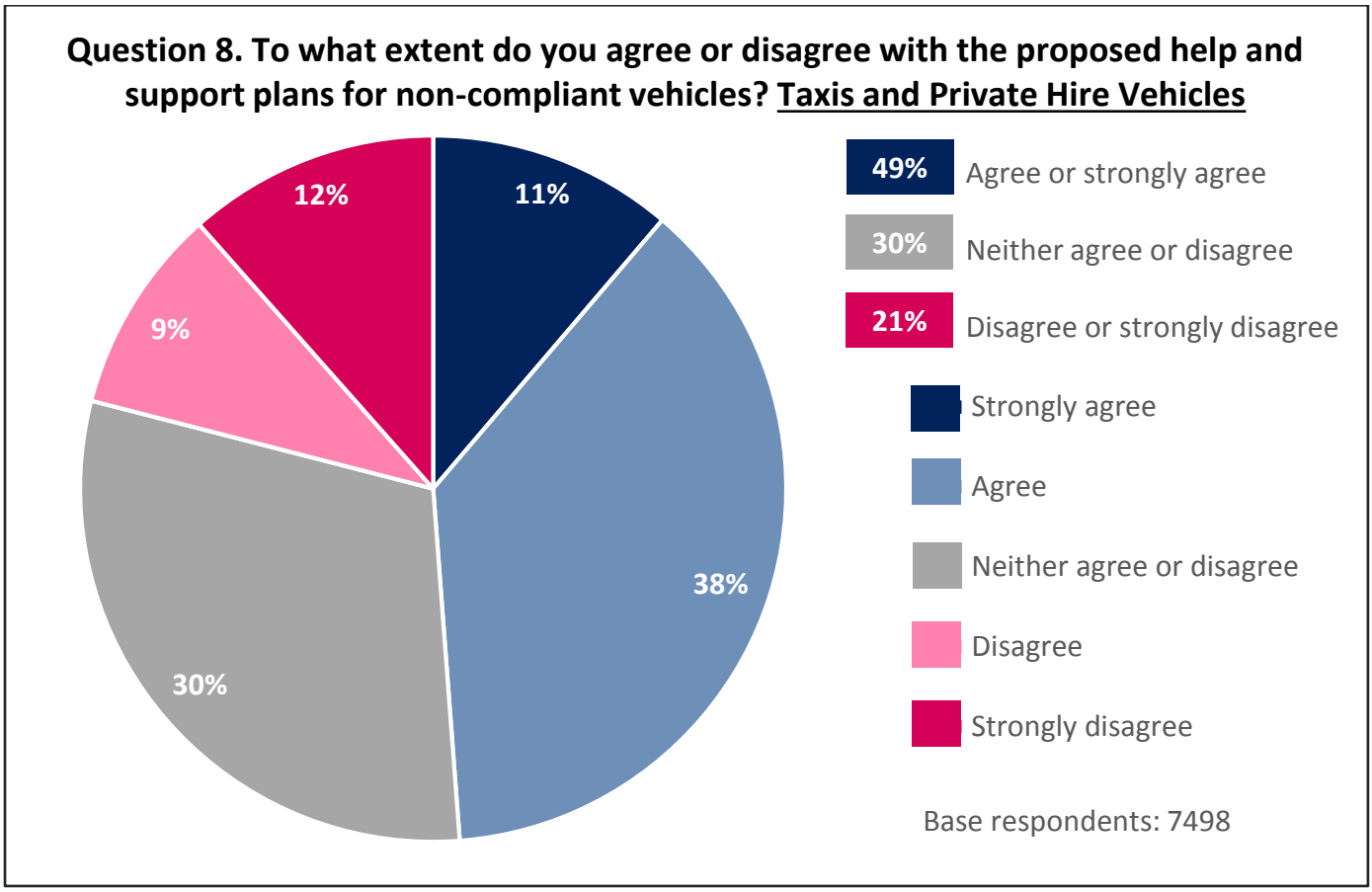


Figure 33

88. The results for question 8 regarding the proposed help and support plans for non-compliant vehicles was also broken down by different groups of respondents to the consultation. Figure 34 shows the breakdown for HGVs, figure 35 for coaches, figure 36 for buses and figure 37 for taxis and private hire vehicles. For details on how to interpret these graph and other similar graphs throughout the report, please see table 2 on page 16.

89. Figure 34 shows the breakdown of results by different groups of respondents regarding the proposed help and support plans for non-compliant HGVs.

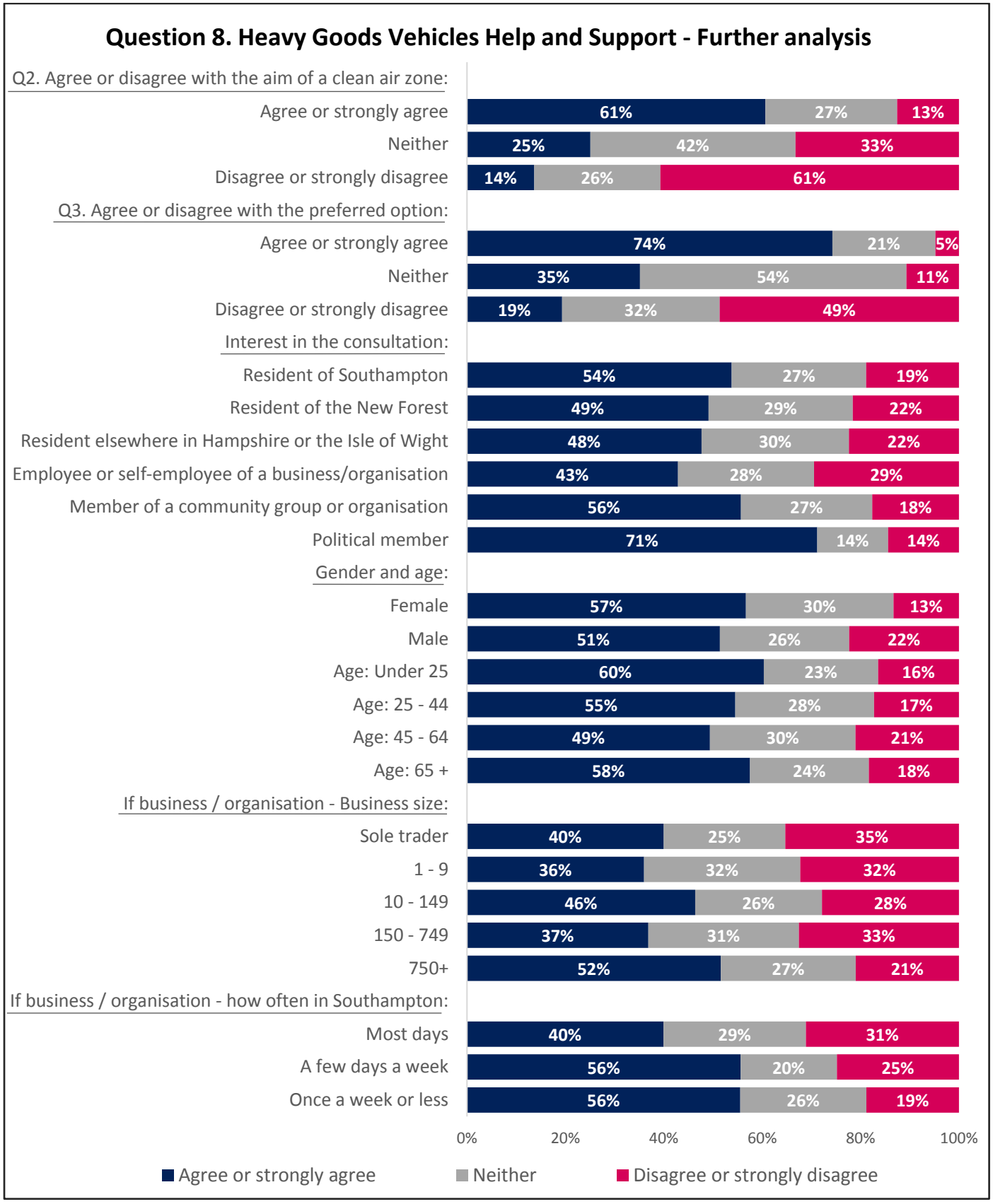


Figure 34

90. Figure 35 shows the breakdown of results by different groups of respondents regarding the proposed help and support plans for non-compliant coaches.

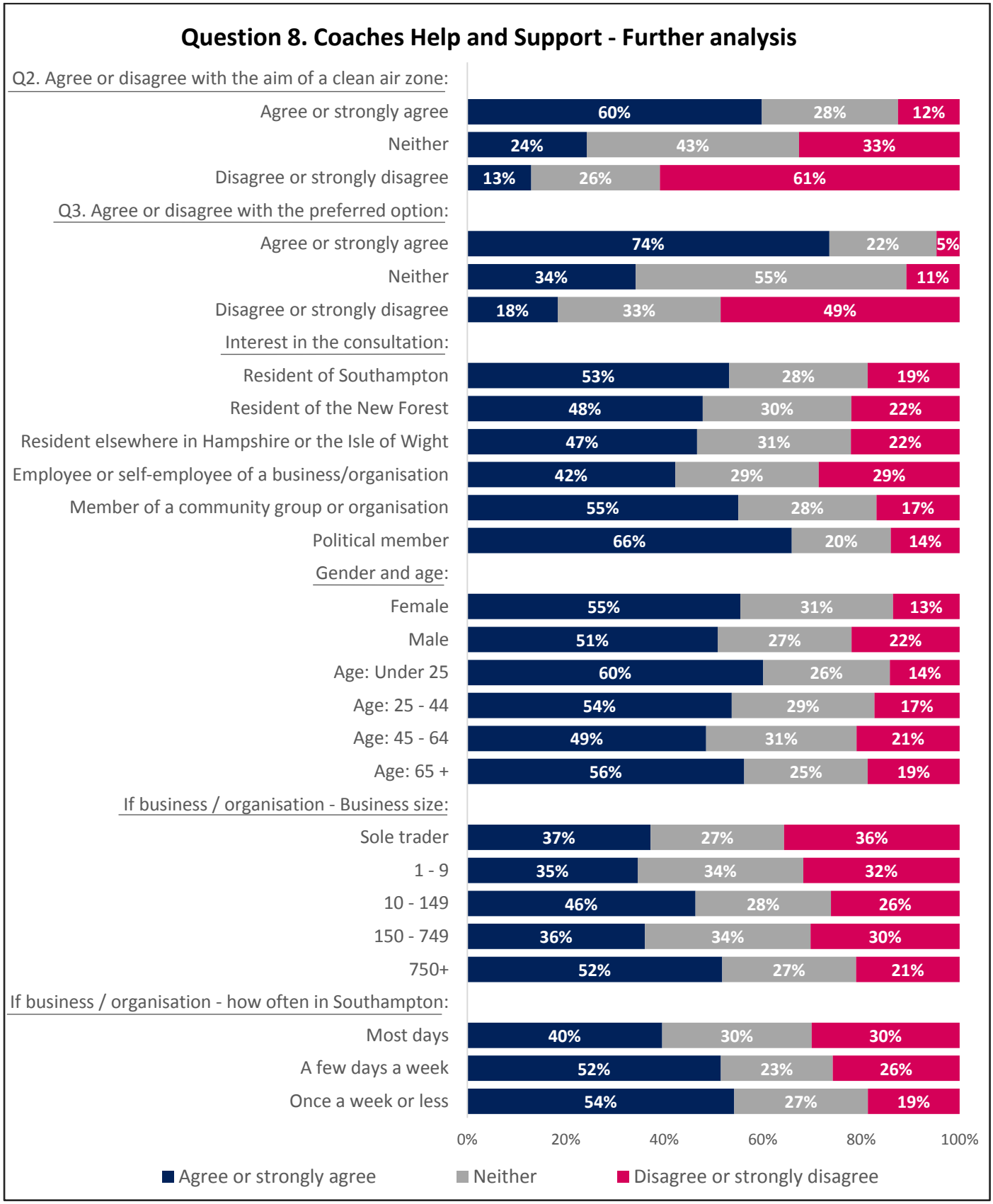


Figure 35

91. Figure 36 shows the breakdown of results by different groups of respondents regarding the proposed help and support plans for non-compliant buses.

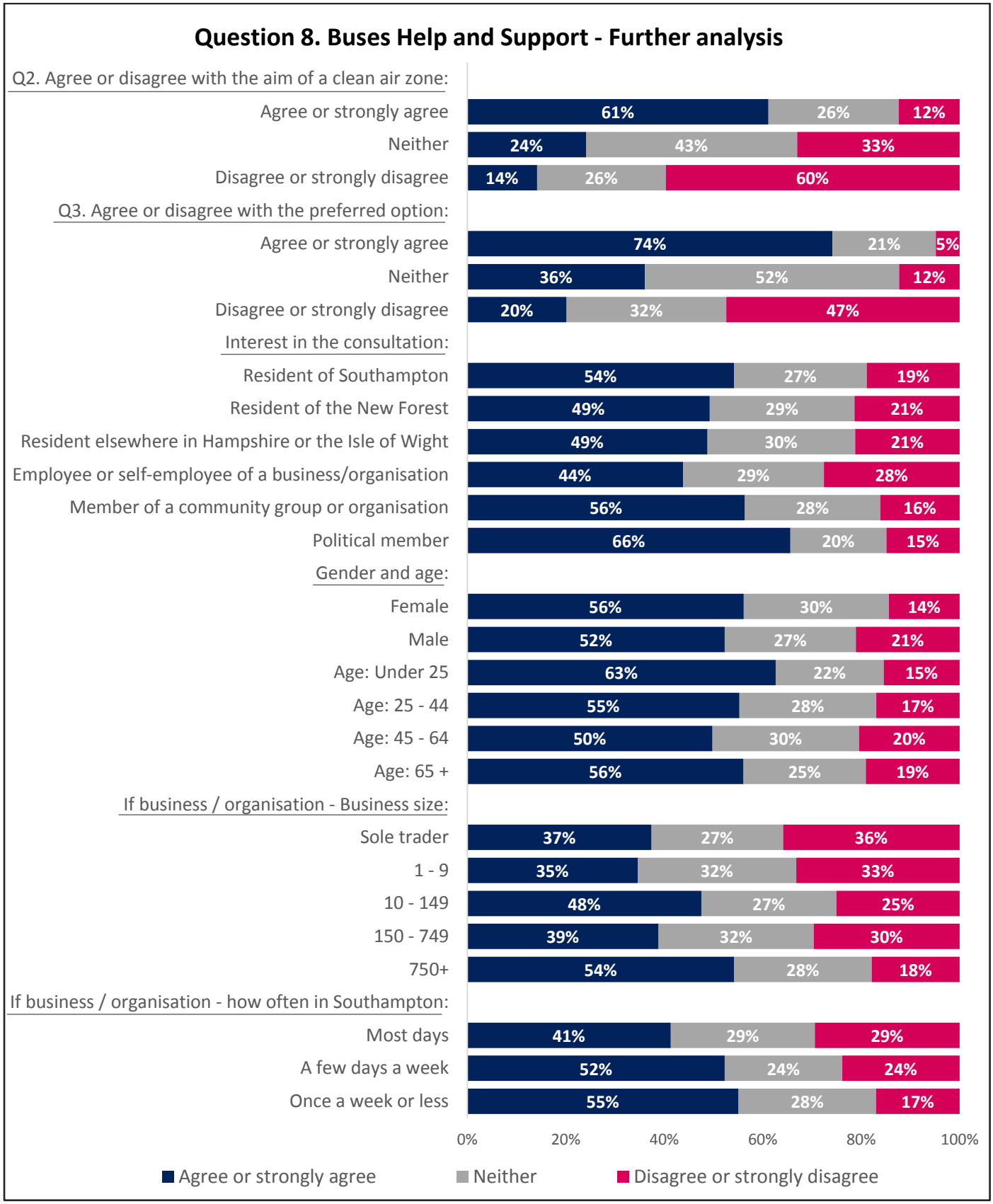


Figure 36

92. Figure 37 shows the breakdown of results by different groups of respondents regarding the proposed help and support plans for non-compliant Taxis and Private Hire Vehicles.

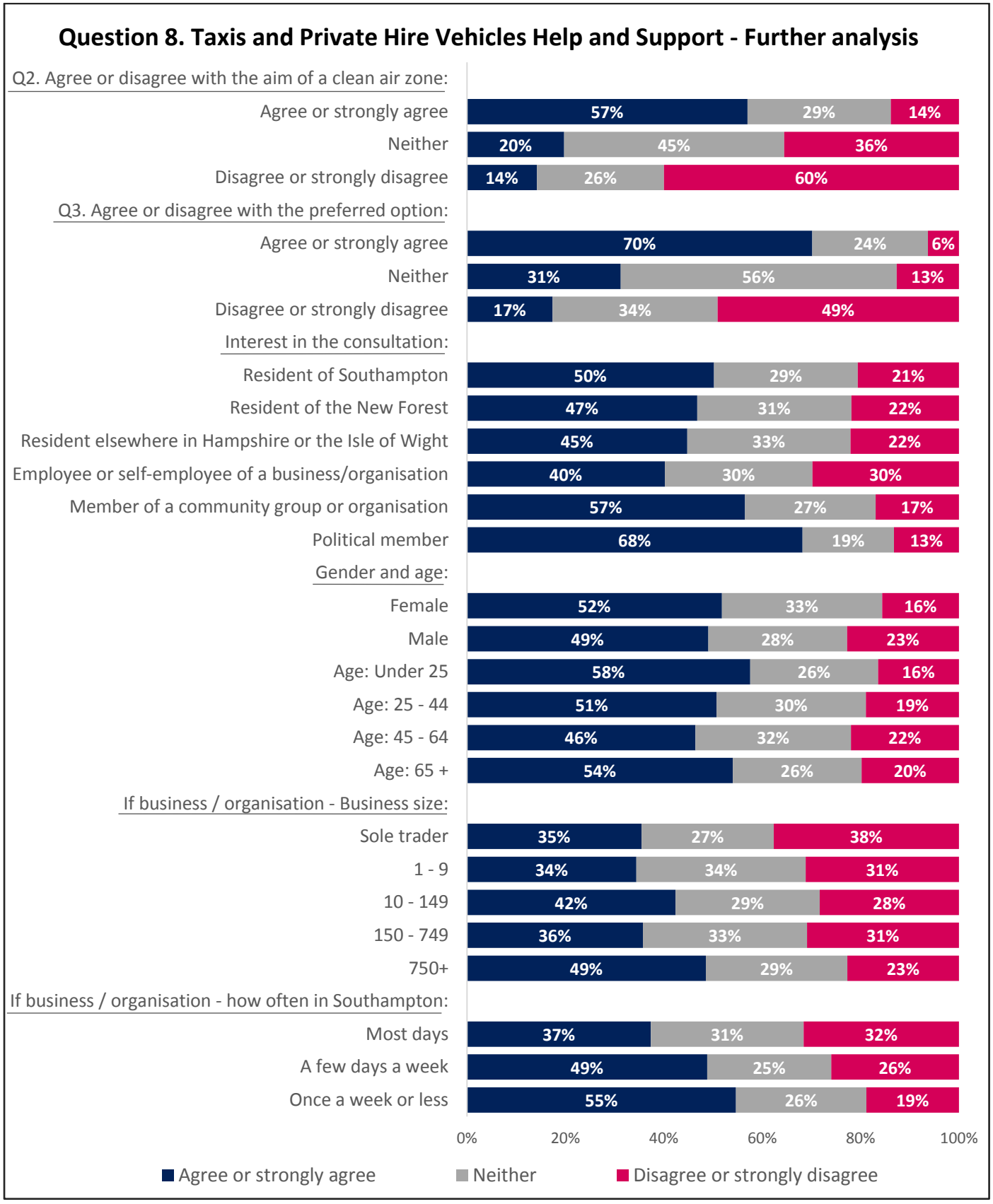


Figure 37

Agreement or disagreement with additional activities to improve air quality

93. Respondents were asked to what extent they agreed or disagreed that a list of additional proposed activities would improve air quality in Southampton. The activities and levels or agreement and disagreement are presented in figure 38.

94. The highest level of agreement that an activity would improve air quality in Southampton, was to retrofit up to 145 buses with accredited NO_x and particulate emission reducing technology. In total, 88% of respondents either agreed or strongly agreed that the activity would improve air quality in Southampton. Fewer than 5% of respondents either disagreed or strongly disagreed.

95. The next highest level of agreement that an activity would improve air quality in Southampton, was to maintain an effective air monitoring network to evaluate the success of activities. In total, 53% strongly agreed and 33% agreed, representing a total of 85% expressing agreement. Fewer than 5% of respondents either disagreed or strongly disagreed.

96. There was also a high level of agreement that replacing council vehicles with electric and low emission alternatives where feasible would improve air quality in Southampton. In total 84% of respondents either agreed or strongly agreed and 7% either disagreed or strongly disagreed.

97. There was a high level of agreement that continuing a Low Emission Taxi Incentive Scheme to encourage the replacement of older, more polluting taxis with cleaner vehicles would improve air quality in Southampton. Overall, 83% of respondents agreed or strongly agreed and 8% disagreed or strongly disagreed.

98. Whilst there was a relatively high level of agreement (74%) that new cycling infrastructure and enhancements to existing routes along three corridors in the city and improving connections with Totton and the city centre would improve air quality, there was also the highest level of disagreement of any of the activities presented in this question. In total, 14% of questionnaire respondents disagreed or strongly disagreed that the activity would improve air quality in Southampton.

99. In total, 73% of respondents agreed or strongly agreed that engagement with schools and local businesses to promote active and sustainable travel through the My Journey brand would improve air quality in Southampton. A total of 9% disagreed or strongly disagreed that it would improve air quality.

100. Overall, 73% of questionnaire respondents agreed or strongly agreed that continued promoting and sharing air quality improvement case studies and offering access to air quality resources through the Clean Air Network in Southampton and regionally would improve air quality in Southampton. A total of 7% disagreed or strongly disagreed that the activity would improve air quality.

101. Respondents were also asked whether they thought that the installation of a city wide network of accessible electric vehicle charge points in council owned car parks and on-street for those with limited access to off street parking would improve air quality in Southampton. In total, 70% of respondents agreed or strongly agreed that it would improve air quality and 13% of respondents disagreed or strongly disagreed.

102. A total of 68% of respondents agreed or strongly agreed that the introduction of charge points specifically for taxi operators and drivers would improve air quality. Overall, 13% of respondents disagreed.

103. Lastly, 67% of respondents agreed or strongly agreed that the production of an Air Quality Supplementary Planning Document to promote best practice in reducing air pollution in new developments in the city would improve air quality in Southampton. 11% of respondents disagreed or strongly disagreed.

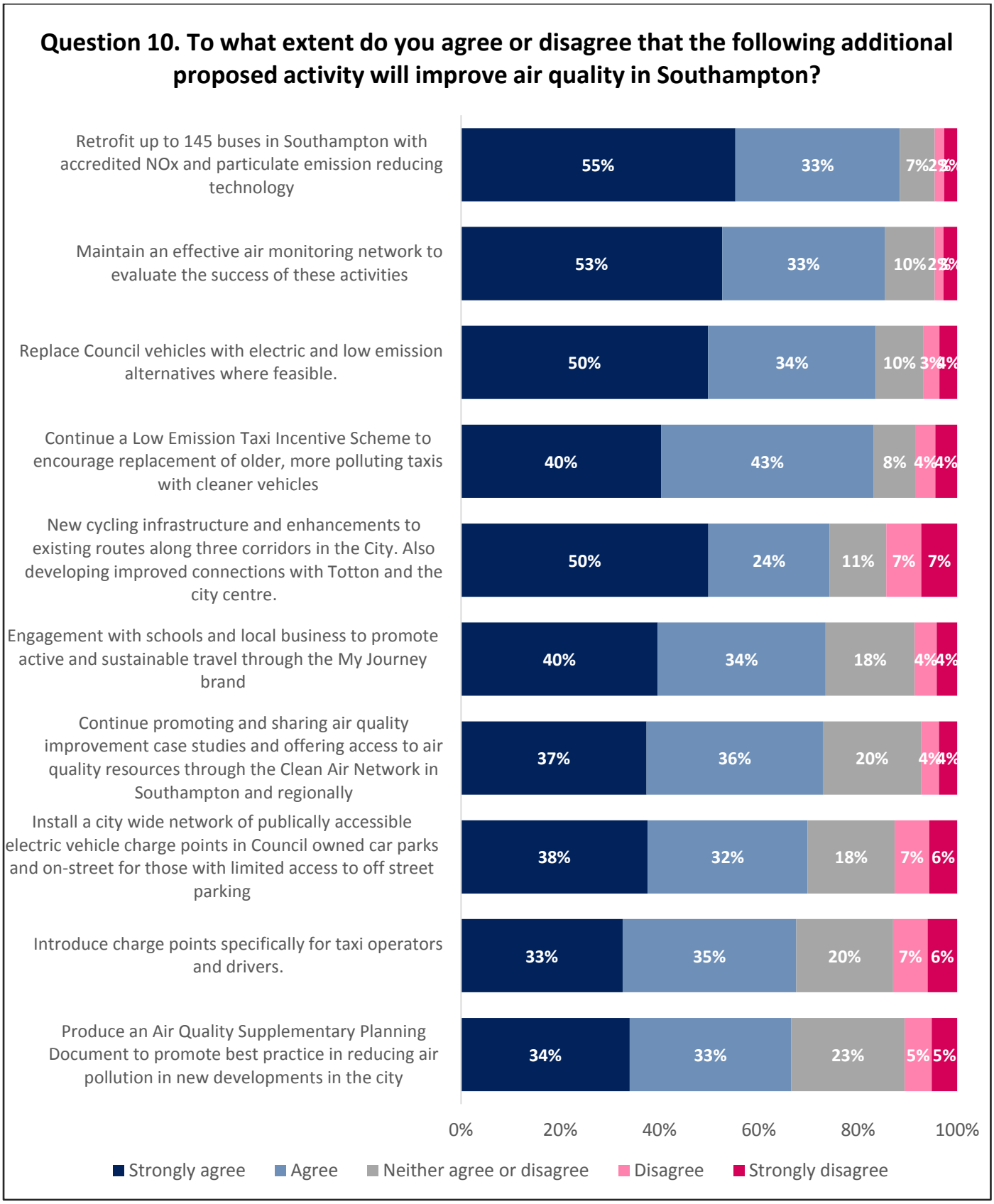

Question 10. To what extent do you agree or disagree that the following additional proposed activity will improve air quality in Southampton?
Retrofit up to 145 buses in Southampton with accredited NOx and particulate emission reducing technology
55%
33%
7%
Maintain an effective air monitoring network to evaluate the success of these activities
53%
33%
10%
Replace Council vehicles with electric and low emission alternatives where feasible.
50%
34%
10%
3%
4%
Continue a Low Emission Taxi Incentive Scheme to encourage replacement of older, more polluting taxis with cleaner vehicles
40%
43%
8%
4%
4%
New cycling infrastructure and enhancements to existing routes along three corridors in the City. Also developing improved connections with Totton and the city centre.
50%
24%
11%
7%
7%
Engagement with schools and local business to promote active and sustainable travel through the My Journey brand
40%
34%
18%
4%
4%
Continue promoting and sharing air quality improvement case studies and offering access to air quality resources through the Clean Air Network in Southampton and regionally
37%
36%
20%
4%
4%
Install a city wide network of publically accessible electric vehicle charge points in Council owned car parks and on-street for those with limited access to off street parking
38%
32%
18%
7%
6%
Introduce charge points specifically for taxi operators and drivers.
33%
35%
20%
7%
6%
Produce an Air Quality Supplementary Planning Document to promote best practice in reducing air pollution in new developments in the city
34%
33%
23%
5%
5%
0%
20%
40%
60%
80%
100%
Strongly agree
Agree
Neither agree or disagree
Disagree
Strongly disagree

Figure 38

Impacts of the preferred option

104. The next part of the questionnaire asked respondents to state the impact that they felt the preferred option for a Clean Air Zone would have on the economy, individuals, environment and health. The following section will report the results of this question.

105. Respondents were asked what they felt the economic impact on the port or city would be if the preferred option for a Clean Air Zone was implemented. Figure 39 shows that 20% of respondents felt that there would be a positive economic impact on the port or city. A further 10% felt there would be no impact at all and 5% of respondents did not know what the economic impact on the port or city would be. The remaining 64% of respondents felt that would be a negative economic impact to some degree on the port or city. Of this 25% felt there would be a very negative impact, 17% a fairly negative impact and 23% a slightly negative impact.

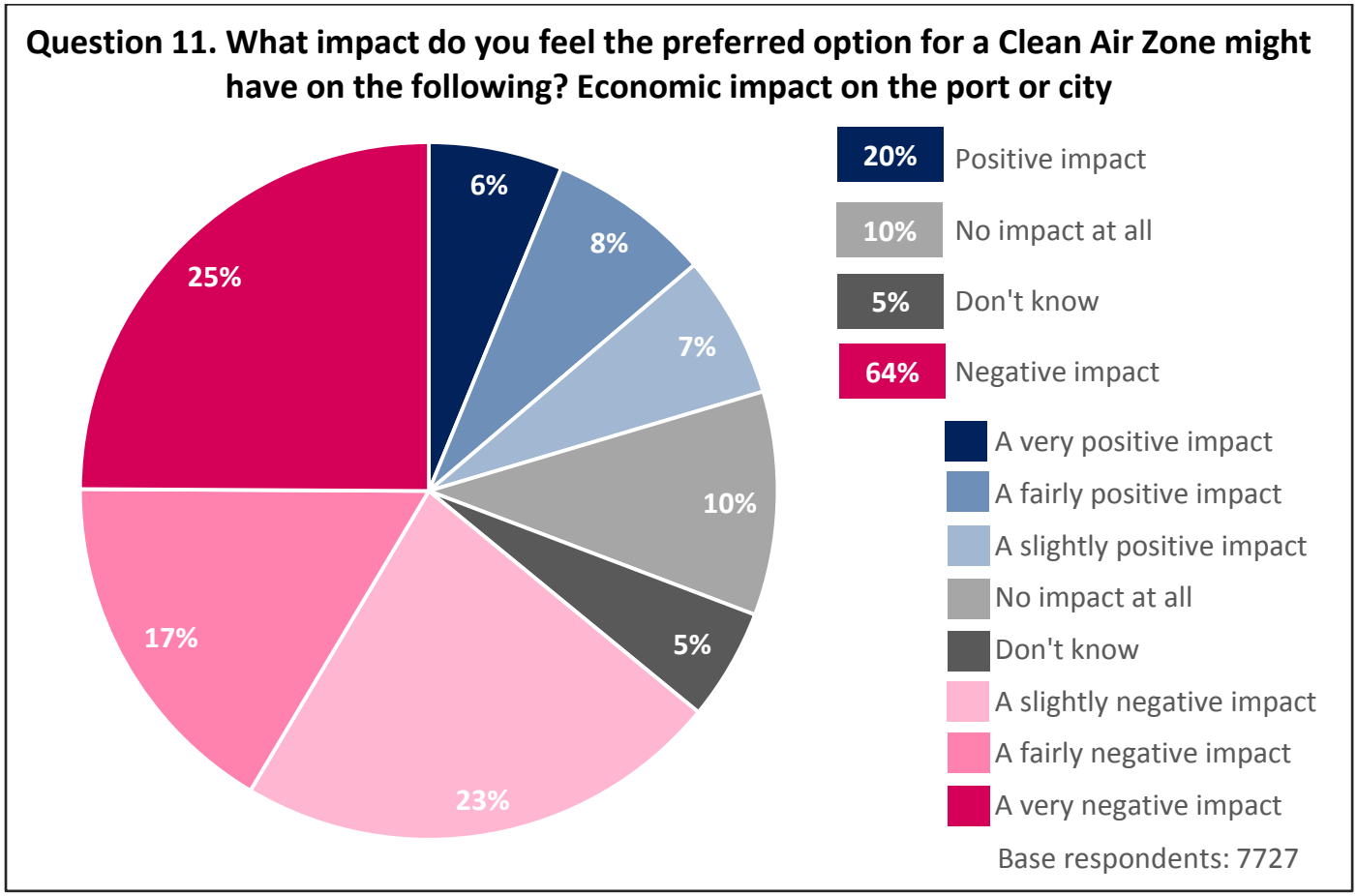


Figure 39

106. Figure 40 shows the different thoughts on the economic impact on the port or city by different groups of respondents. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16.

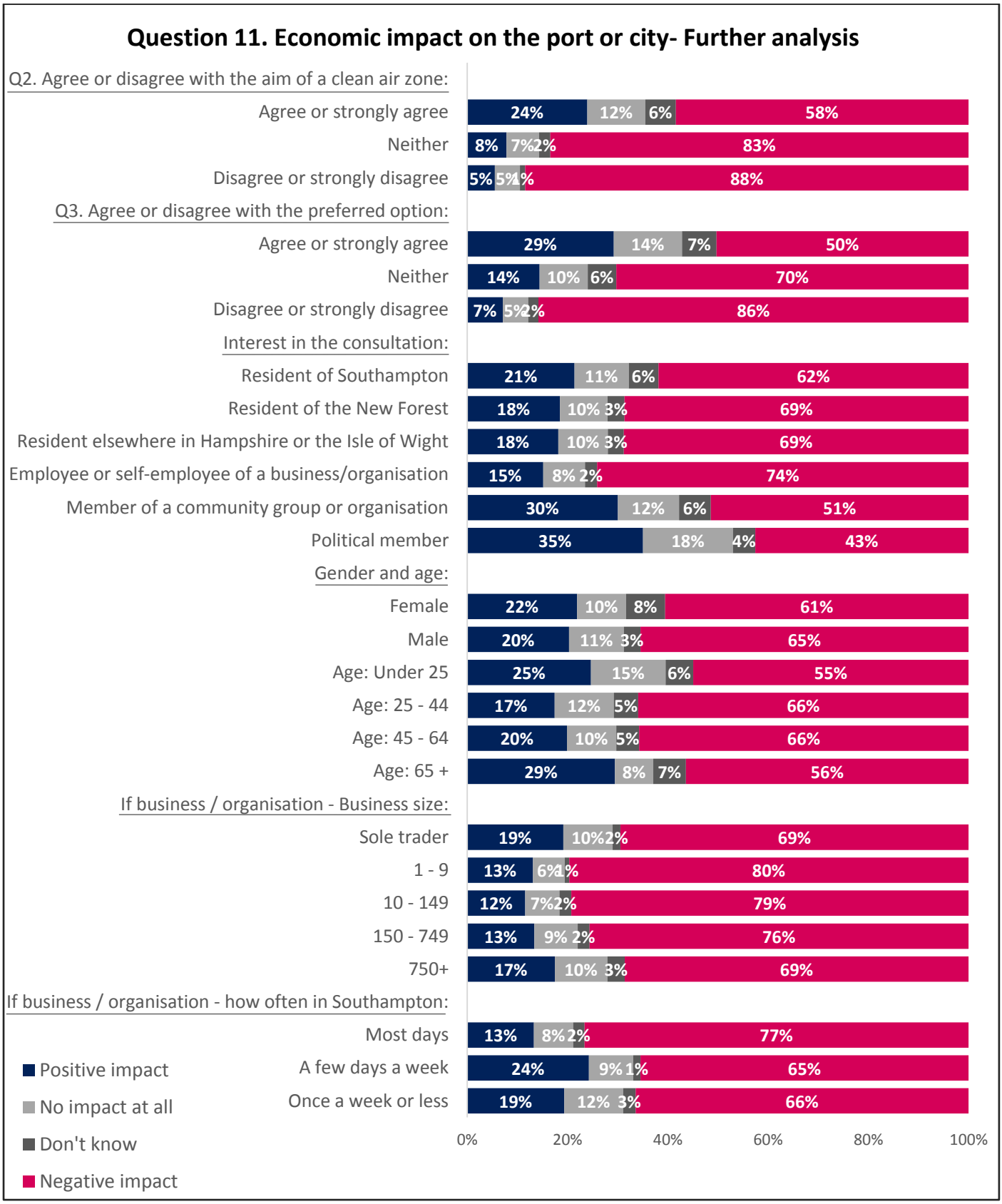


Figure 40

107. Respondents were then asked their opinion on what the economic impact would be on large businesses (see figure 41). Overall, 14% of respondents felt there would be a positive economic impact on large businesses as a result of the implementation of a Clean Air Zone. In total, 17% of respondents felt there would be no economic impact on large businesses at all and 5% of respondents chose to select "don't know". Of the remaining 64% of respondents who felt there would be a negative economic impact on large businesses, 27% felt the impact would be slightly negative, 17% fairly negative and 20% very negative.

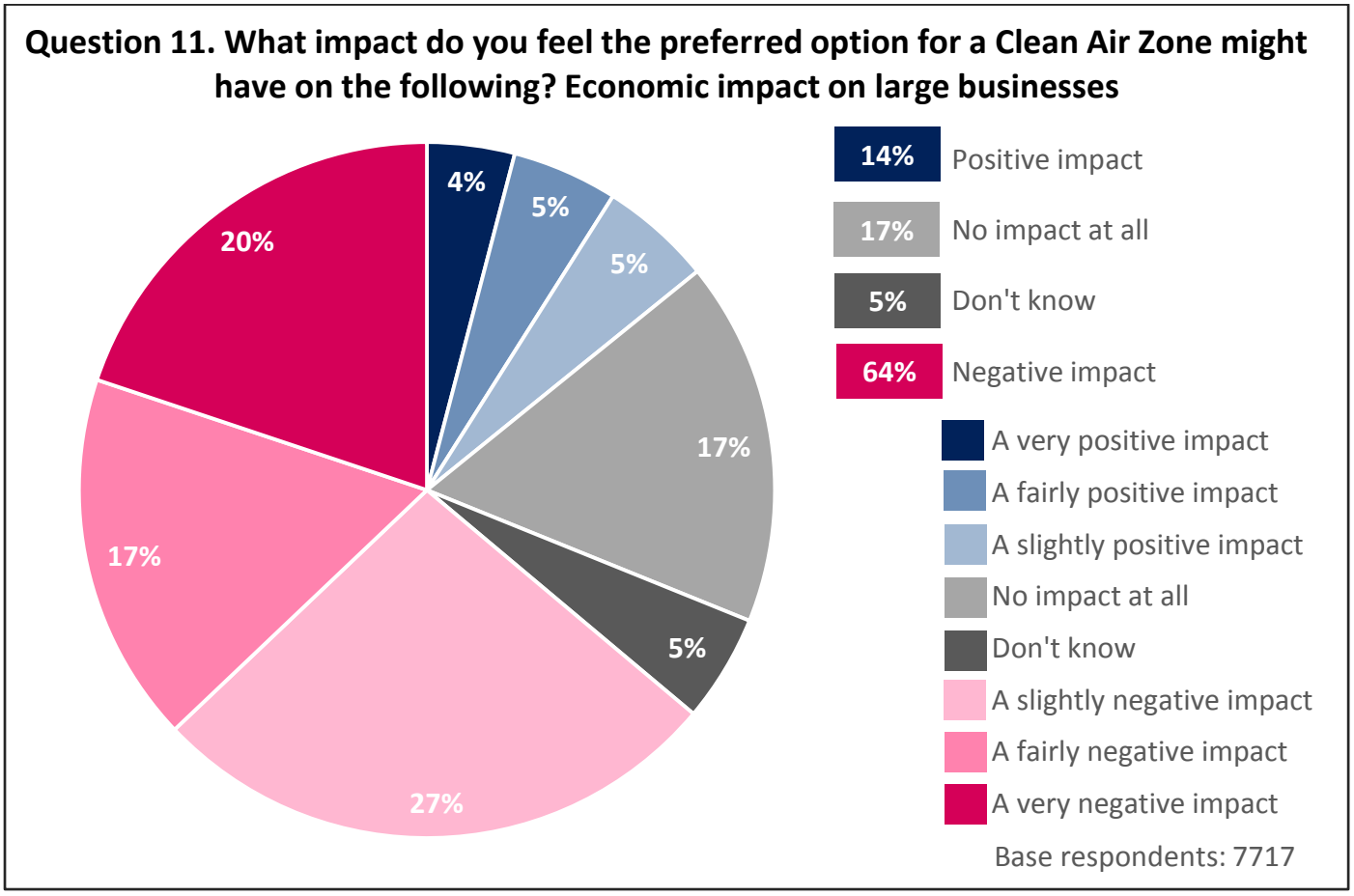


Figure 41

108. Figure 42 shows the different thoughts on the economic impact on large businesses by different groups of respondents. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16.

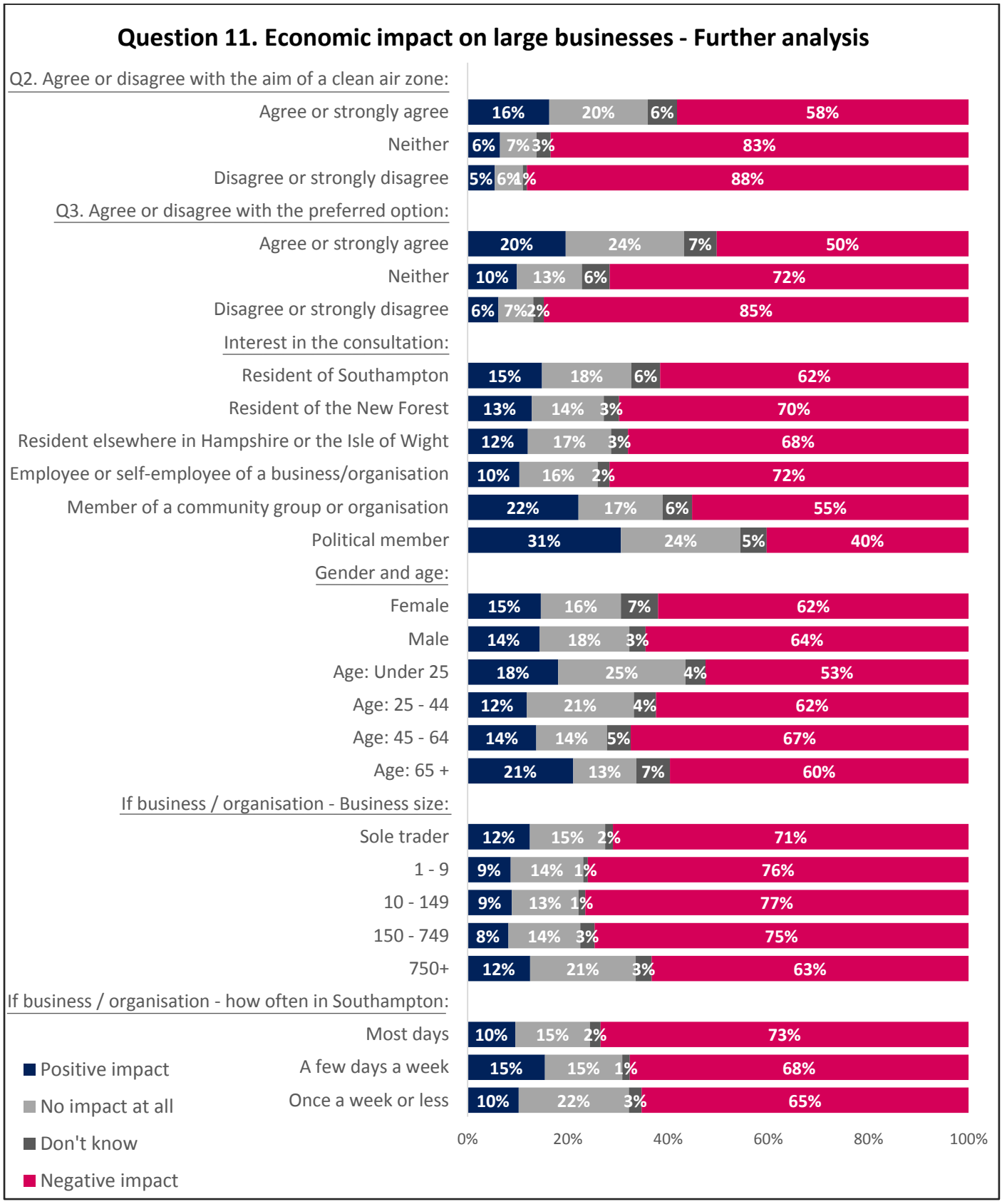


Figure 42

109. Respondents were then asked what they felt the economic impact would be on small businesses and sole traders as a result of the implementation of a Clean Air Zone (see figure 43). Overall, 12% of respondents felt there would be a positive economic impact on small businesses and sole traders, of this 4% felt the impact would be slightly positive, 4% fairly positive and 4% very positive. A further 8% of respondents felt there would be no economic impact at all on small business and sole traders and 4% did not know the impact. In total, 75% of respondents to the questionnaire felt that there would be negative economic impact on small business and sole traders as a result of the implementation of a Clean Air Zone. This was the highest level of negative impact across all of the questions regarding impact in the questionnaire. A third of all respondents (33%) felt that it would be a very negative impact, 19% a fairly negative impact and 23% a slightly negative impact.

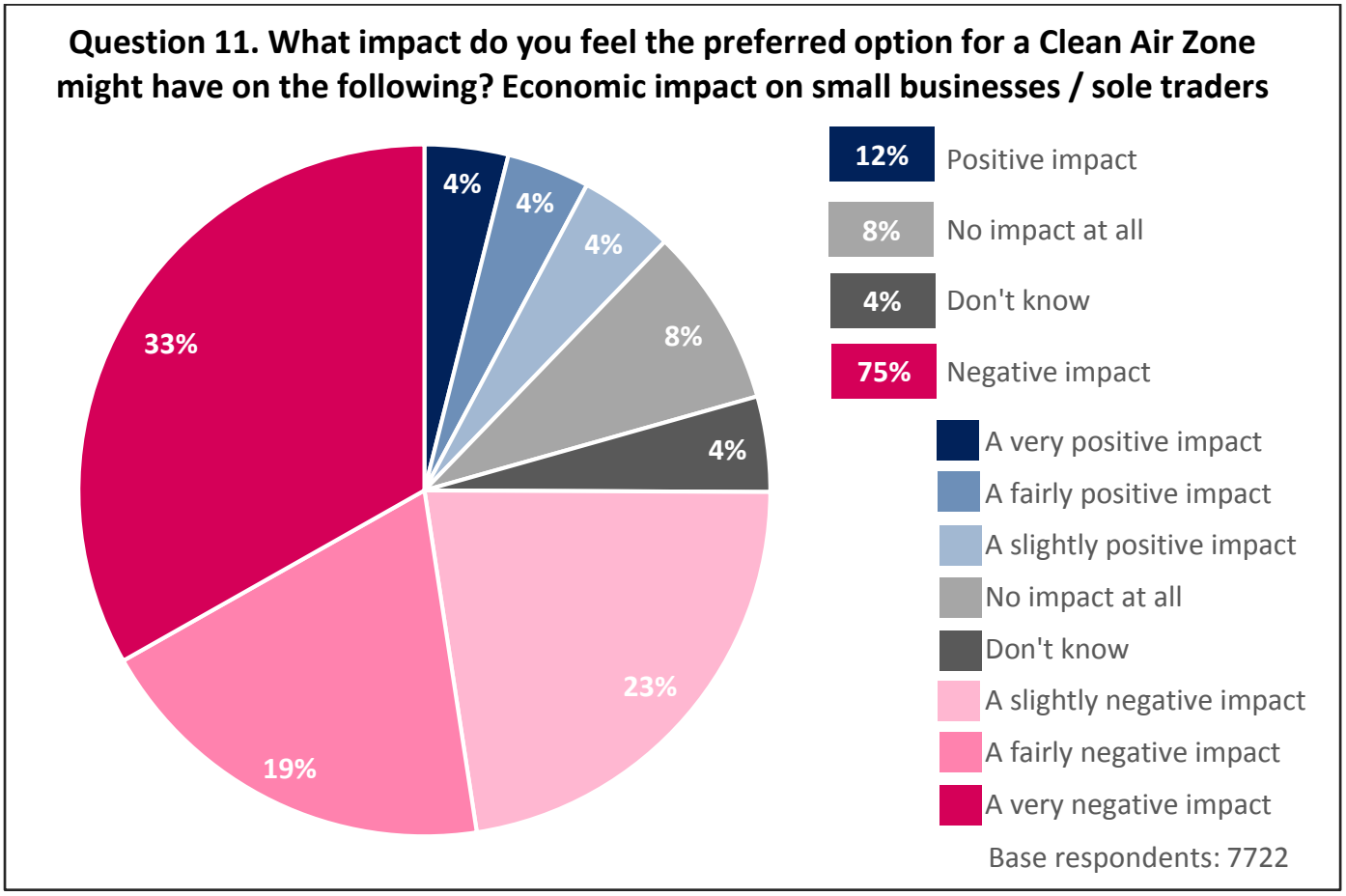


Figure 43

110. Figure 44 shows the different thoughts on the economic impact on small businesses and sole traders by different groups of respondents. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16.

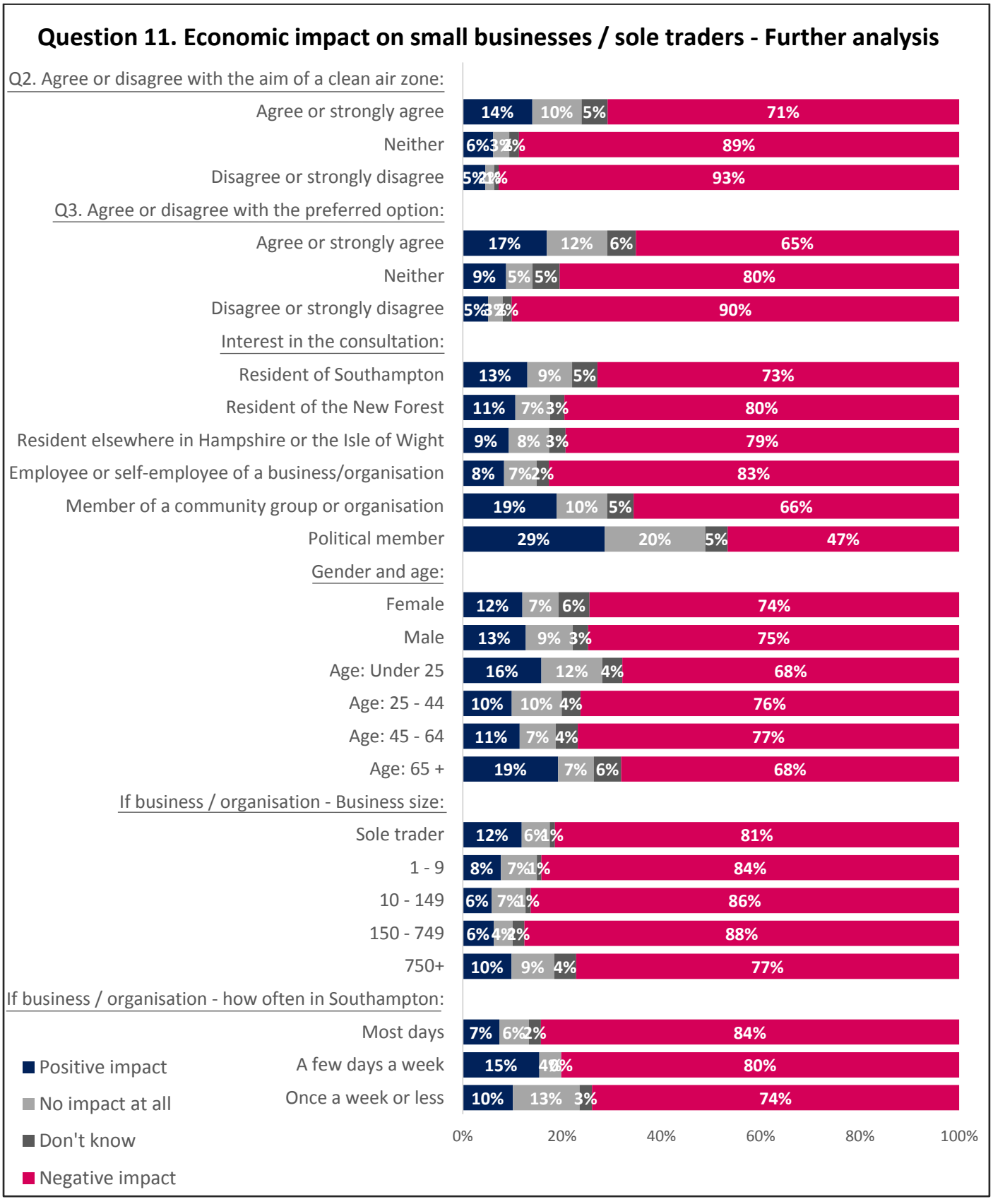


Figure 44

111. The fourth impact question asked respondents what they felt the impact of the Clean Air Zone would be on individual and family finances. Figure 45 shows that 13% of respondents felt the financial impact would be positive on individuals and families. Nearly a quarter of respondents (24%) felt that there would be no financial impact on individuals and families. A further 4% of respondents did not feel they knew what the financial impact on individuals or families would be. Of the remaining 59% of respondents, 24% felt there would be a slightly negative impact on individual and family finances, 13% a fairly negative impact and 22% a very negative impact.

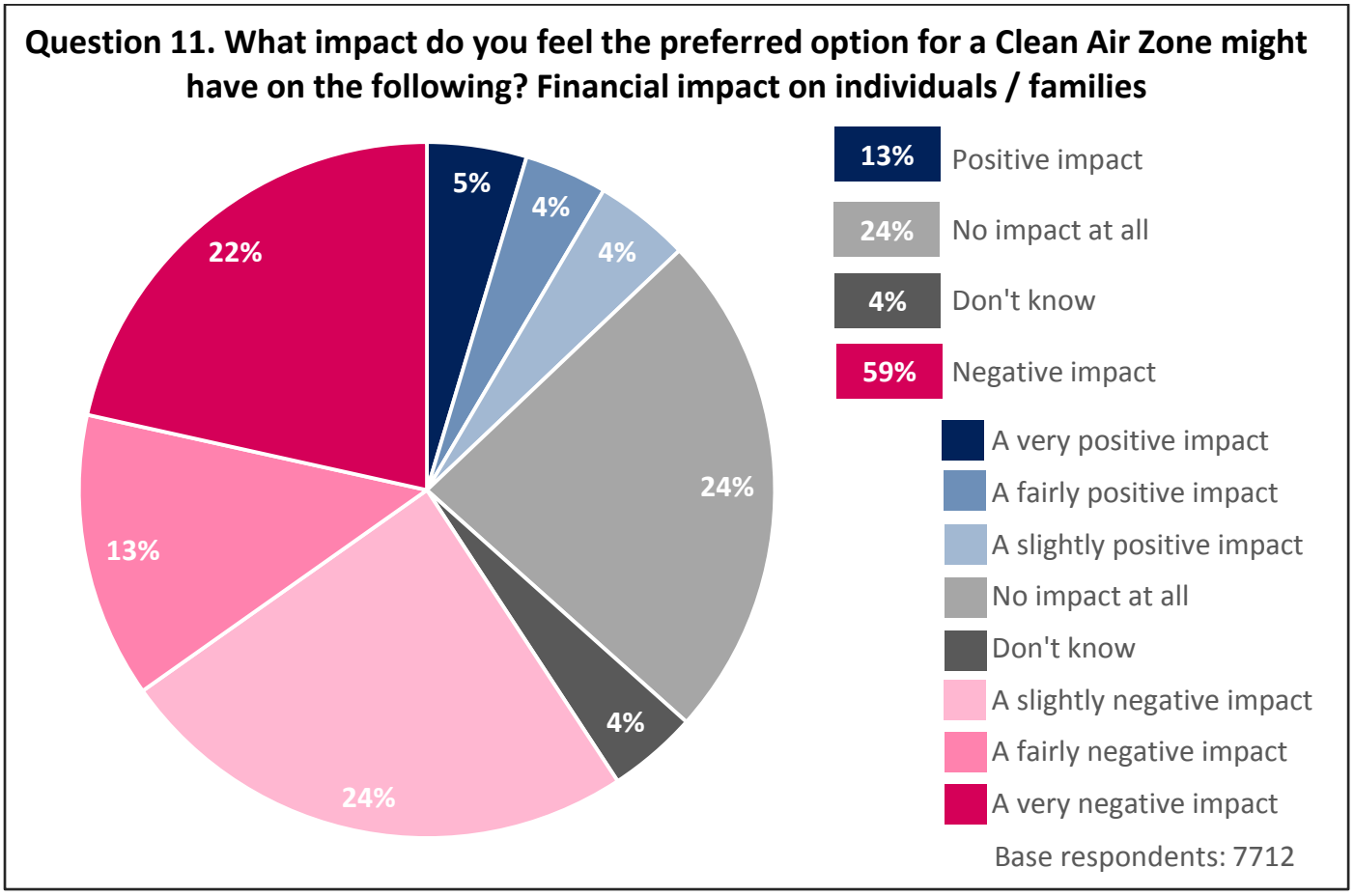


Figure 45

112. Figure 46 shows the different thoughts on the financial impact on individuals and families by different groups of respondents. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16.

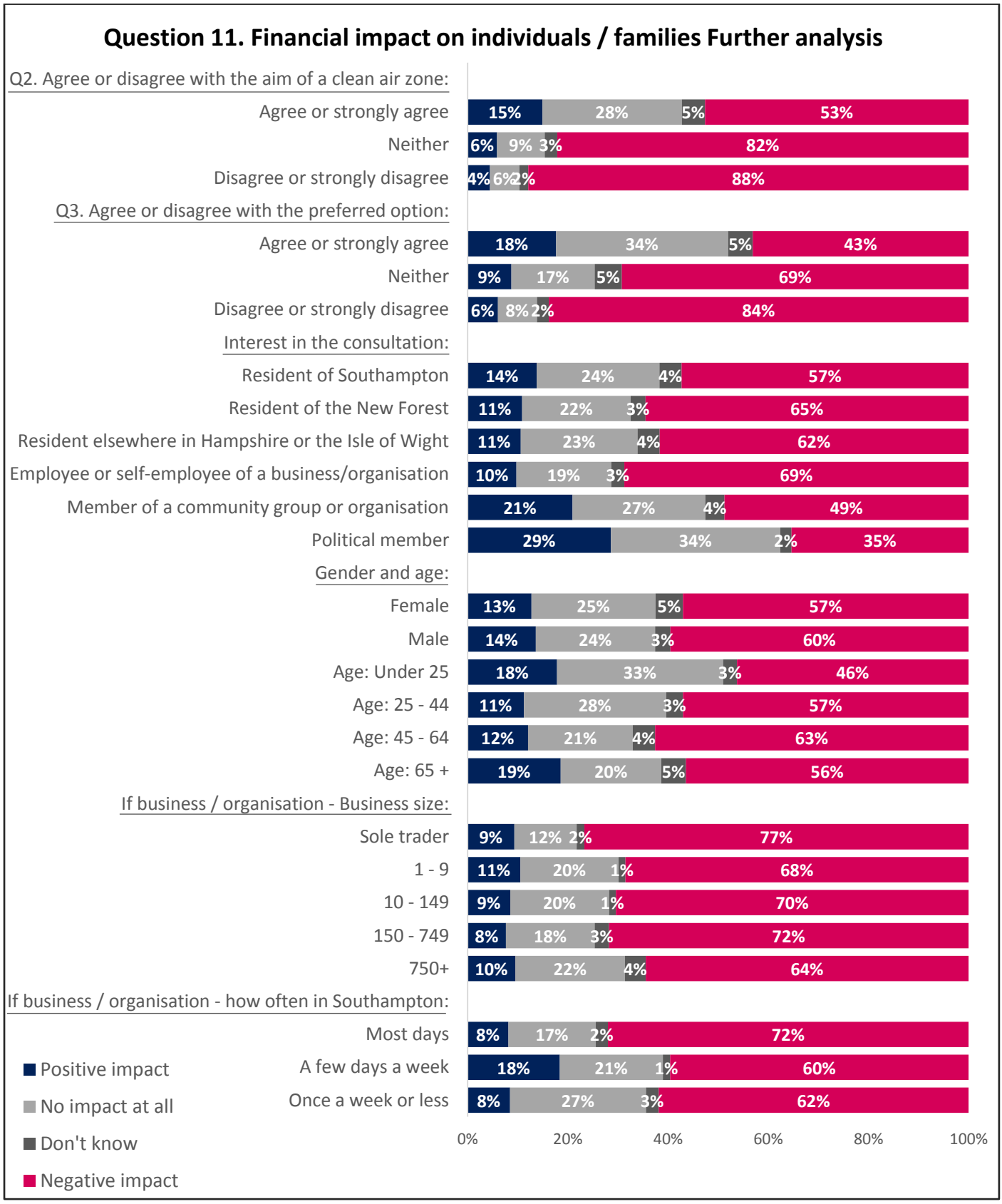


Figure 46

113. When respondents were then asked about the environmental impacts of the implementation of a Clean Air Zone, there was a significantly higher proportion of respondents that felt the impact would be positive compared to economic and financial impacts. Figure 47 shows that in total, 78% of respondents felt the environmental impacts of a Clean Air Zone would be positive (28% very positive impact, 25% fairly positive impact and 25% slightly positive impact). A further 13% of respondents felt there would be no environmental impacts and 3% did not know what the environmental impacts would be. In total, 6% of respondents felt there would be negative environmental impacts as a result of a Clean Air Zone.

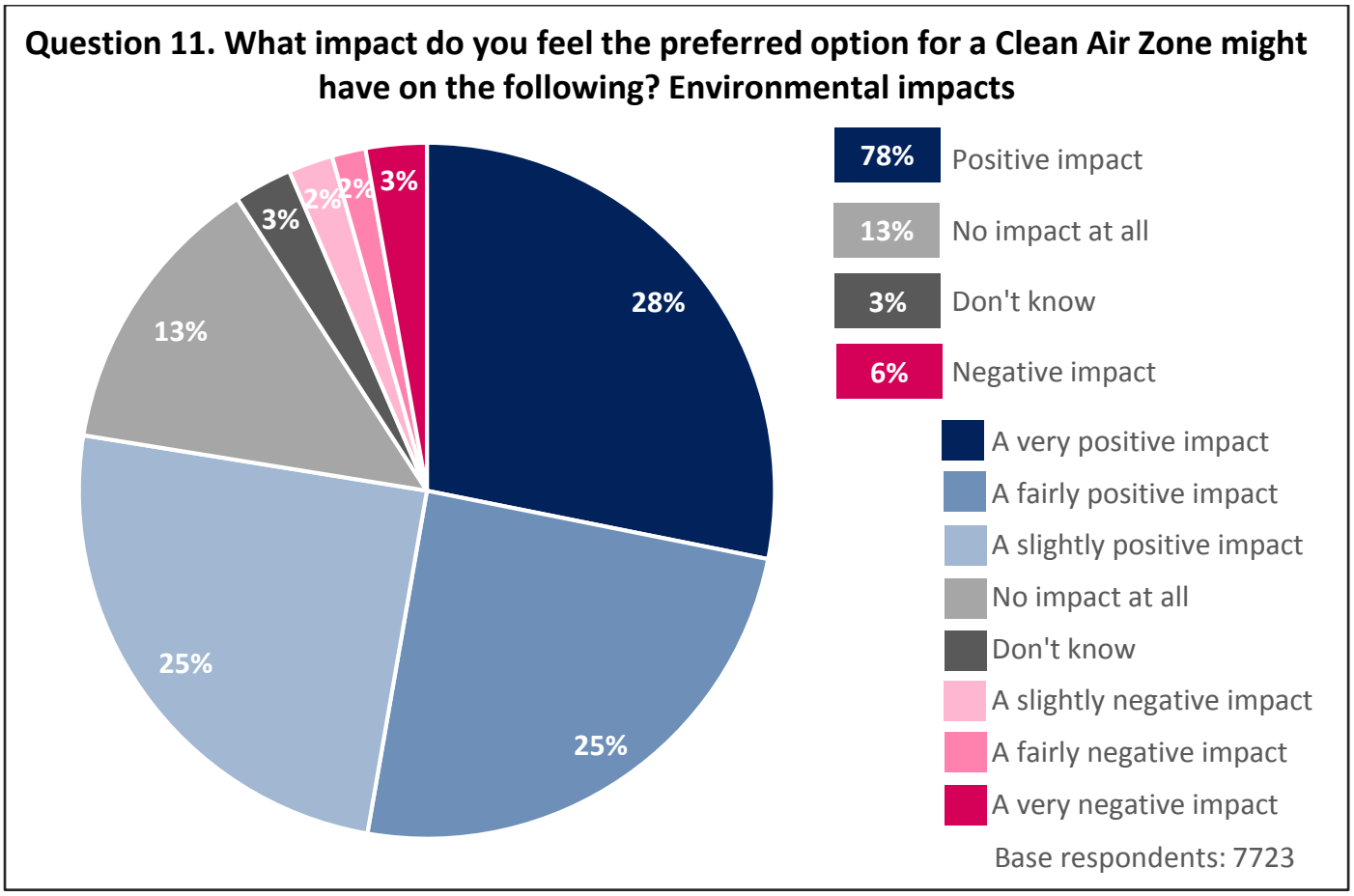


Figure 47

114. Figure 48 shows the different thoughts on the environmental impacts by different groups of respondents. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16.

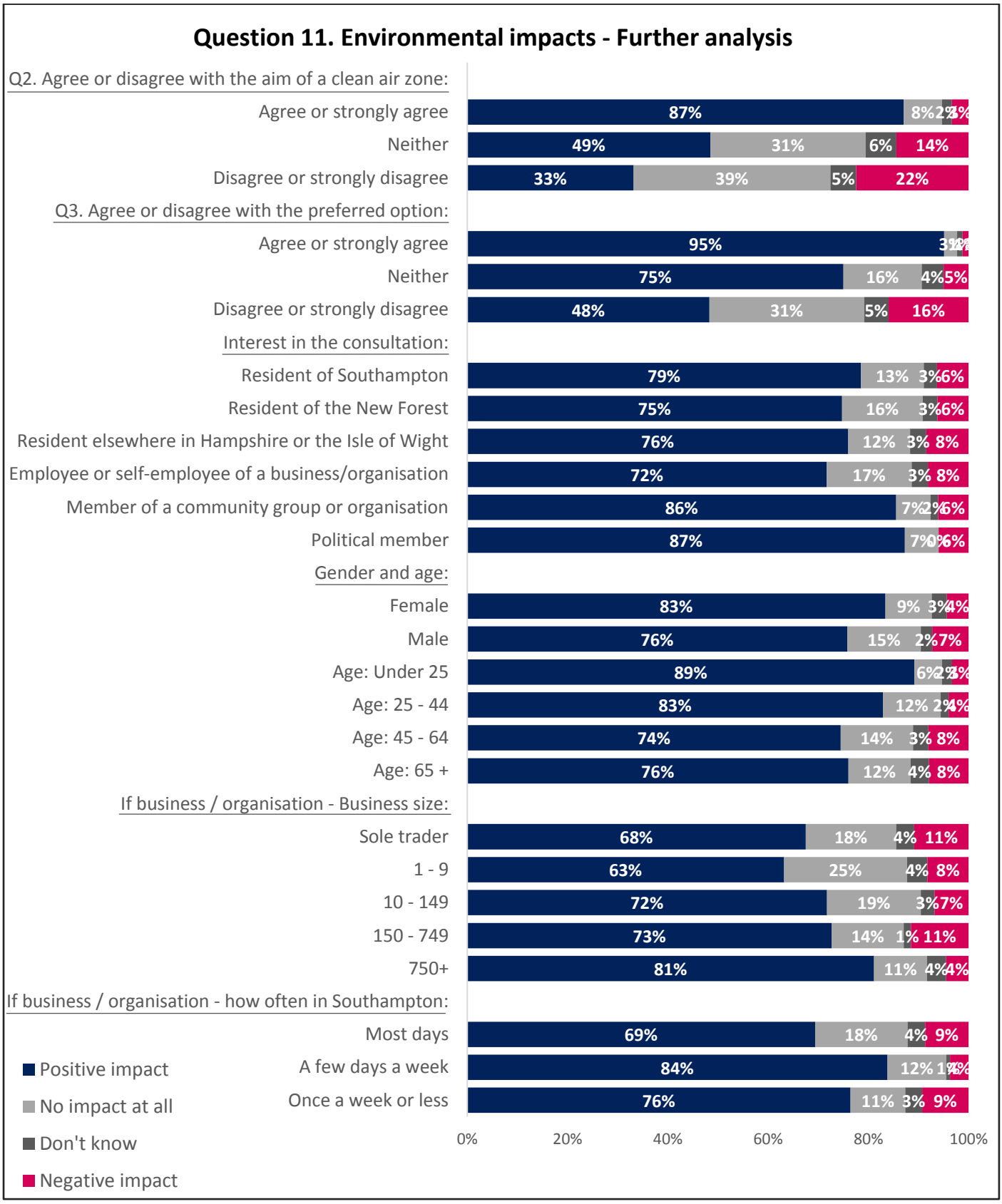


Figure 48

115. Lastly respondents were asked about the potential health impacts of the implementation of a Clean Air Zone (see figure 49). In total 77% of respondents felt that the health impacts would be positive. Of this, 31% felt there would be a very positive impact, 22% a fairly positive impact and 24% a slightly positive impact. Overall, 24% of respondents felt there would be no health impacts and 3% did not know what the health impacts would be. In total, 6% of respondents felt that there would be negative health impacts as a result of the implementation of a Clean Air Zone.

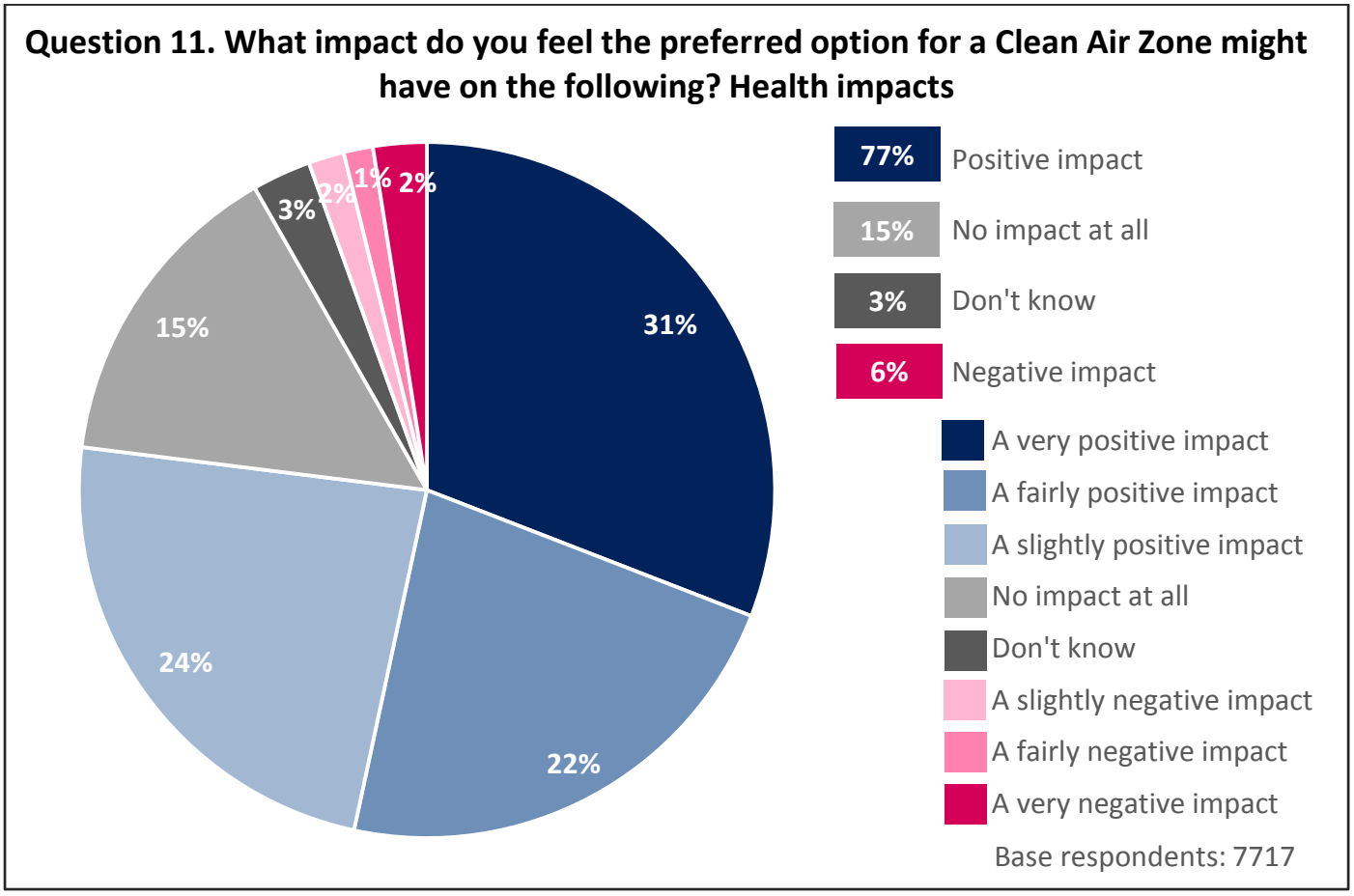


Figure 49

116. Figure 50 shows the different thoughts on the health impacts by different groups of respondents. For details on how to interpret this graph and other similar graphs throughout the report, please see table 2 on page 16.

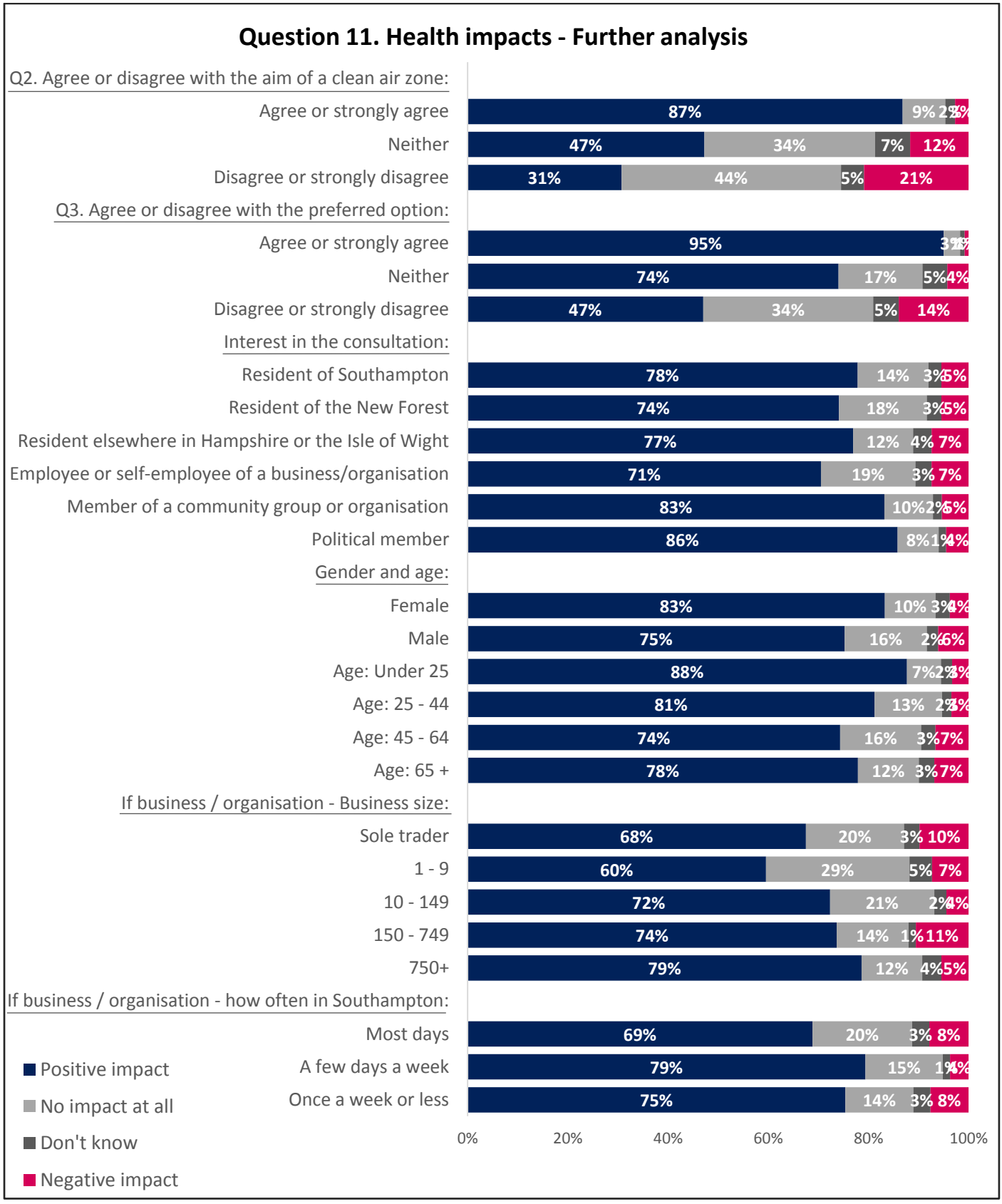


Figure 50

Qualitative written feedback from questionnaires, letters, emails and social media

117. Respondents could provide written feedback to the consultation through a number of different routes. There were three free text questions within the questionnaire that respondents could provide feedback throughout. In addition anyone could provide feedback in the form of letters, emails and social media comments.

118. All written responses and questionnaire comments have been read and then assigned to categories based upon similar sentiment or theme. Written responses to the Clean Air Zone consultation were assigned to 132 separate categories. Individual responses that raised a number of different points would be assigned to multiple categories. The report has also endeavoured to outline all the unique suggestions gathered as a part of the consultation. The following section provides further detail on these 132 categories and the numbers of respondents that raised that theme within their response.

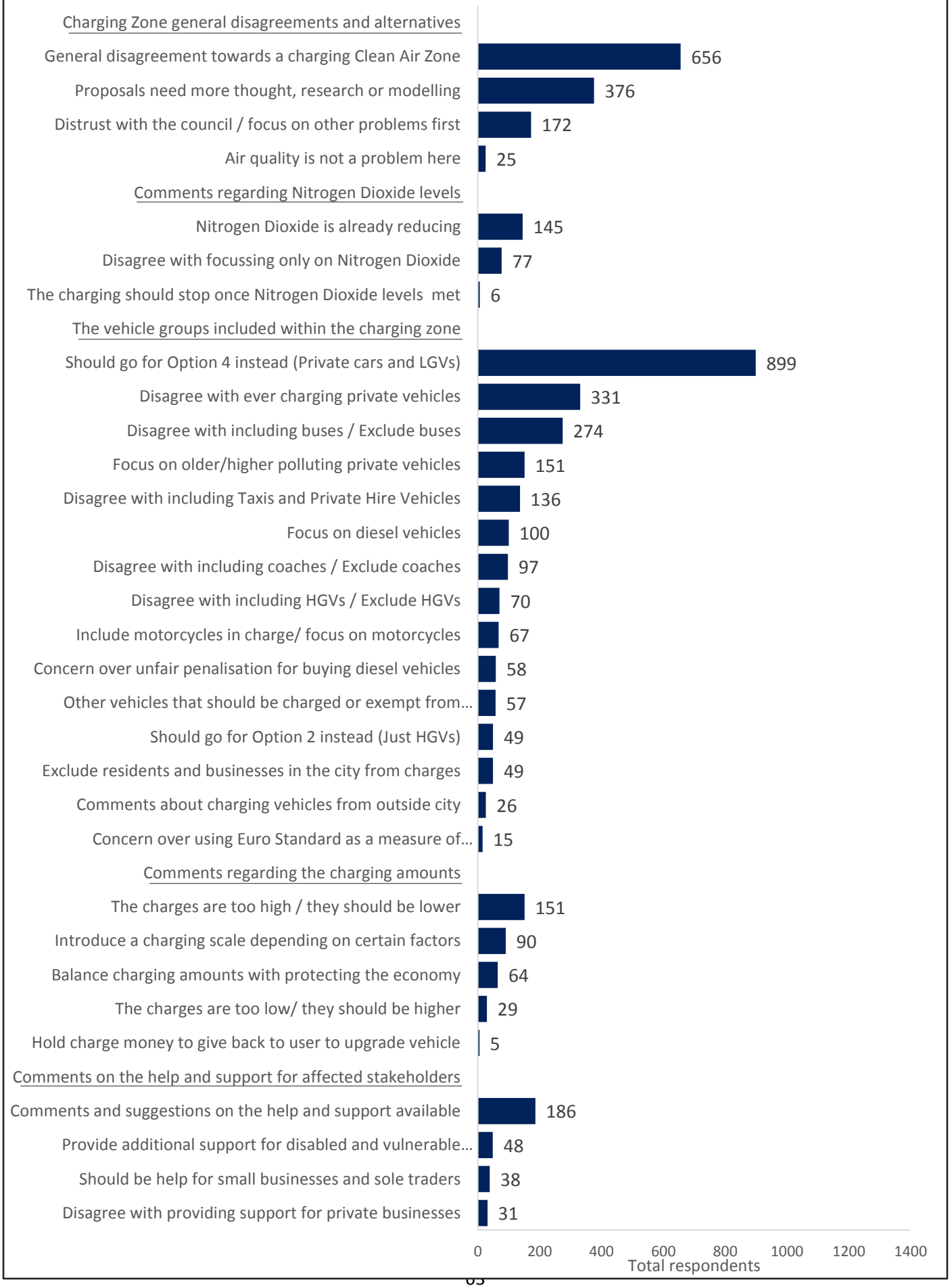
119. Points raised within the written feedback to the consultation generally fell into one of 4 broad categories. These were:

a. Comments specifically related to the charging zone such as disagreements, agreements, suggestions and potential impacts of the charging zone.
b. Comments or suggestions related to additional or alternative activity that would improve air quality but wasn't necessarily a charging zone.
c. Comments on the consultation process itself
d. Comments completely unrelated to a Clean Air Zone or air quality

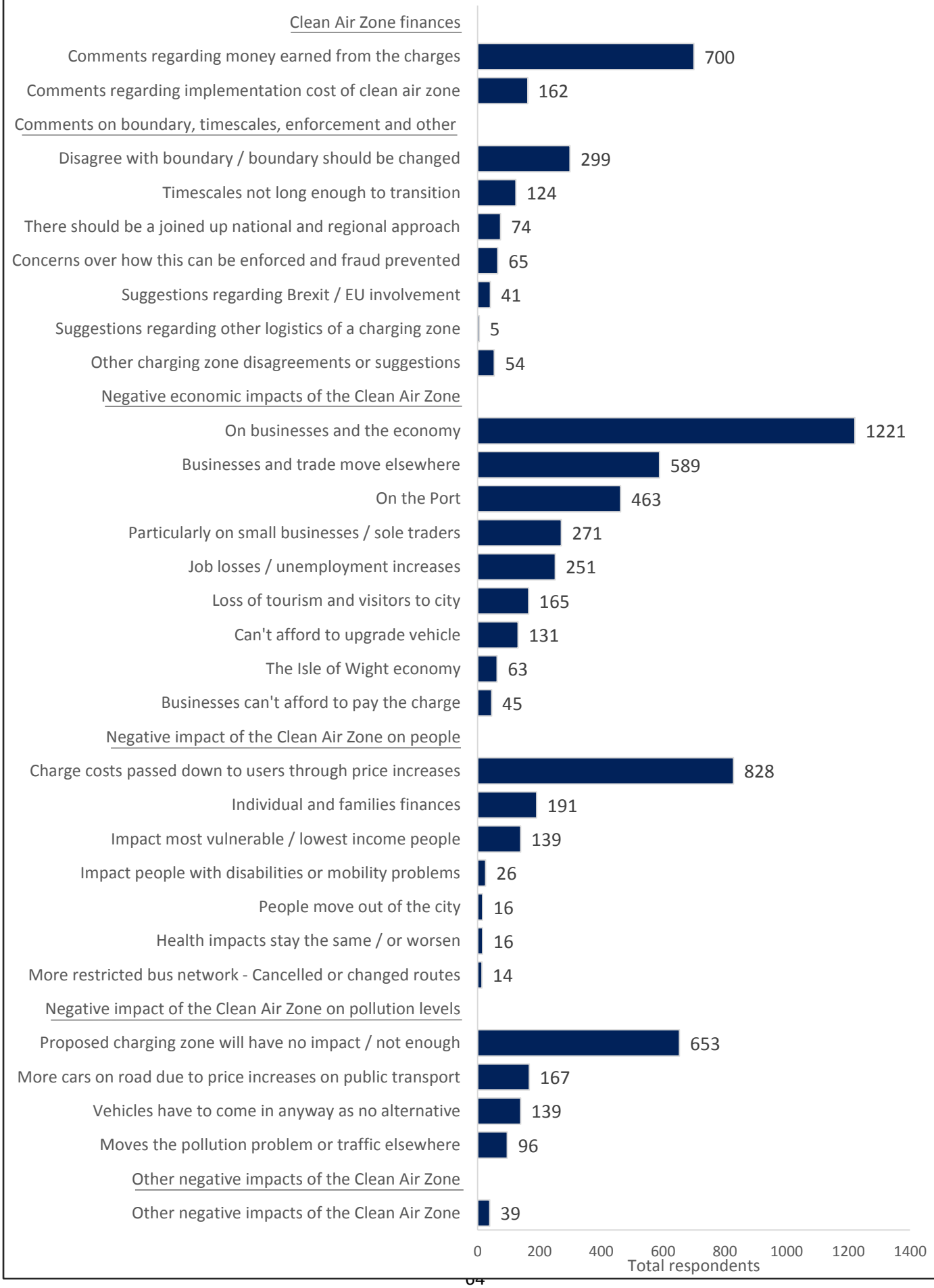
Summary of comment categories

120. The following figures show the different categories of points raised and the total number of respondents that stated it within their response. After the figures, the following sections will provide a greater level of detail on the nature of the comments and suggestions made.

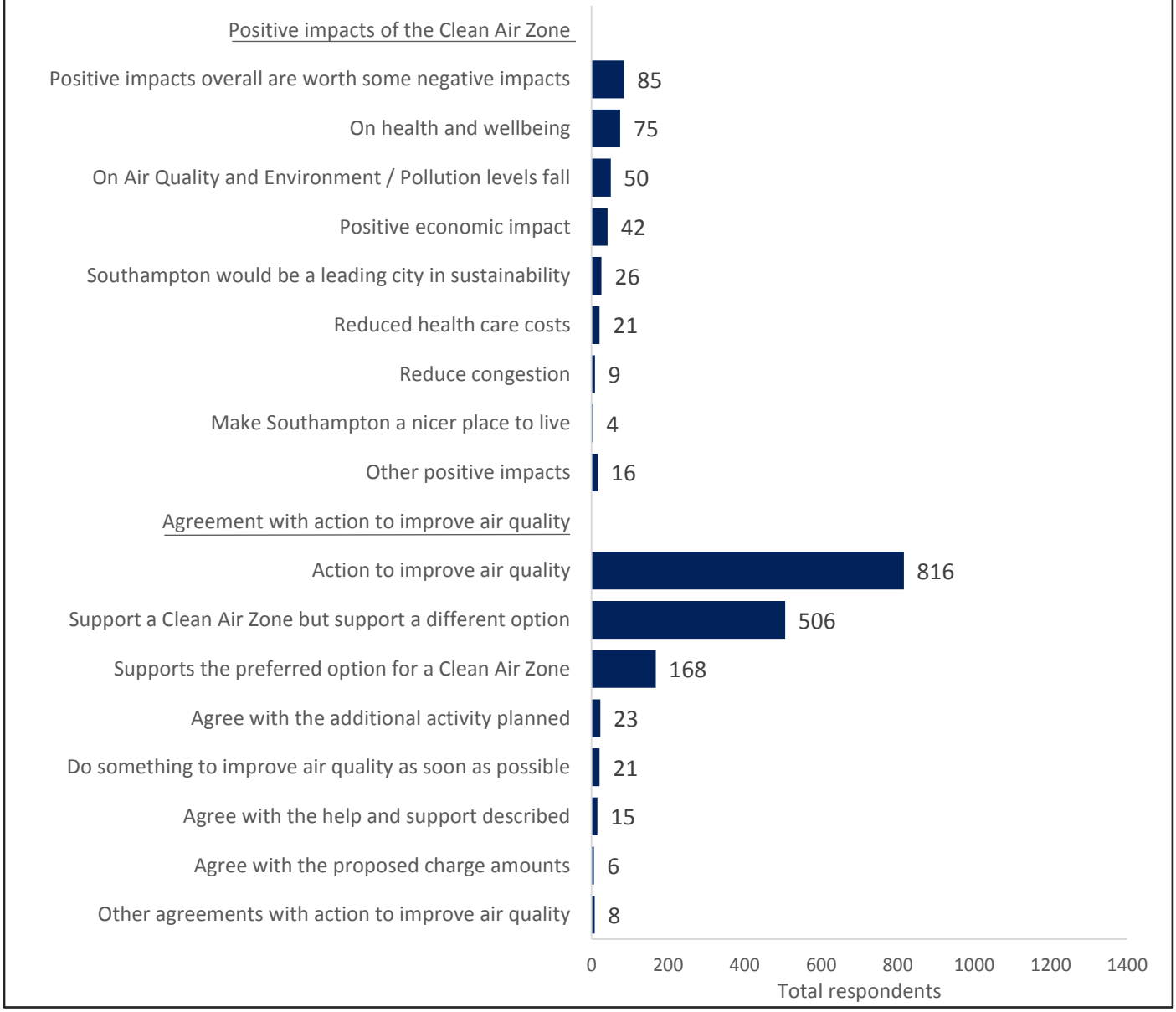
Charging Zone disagreements, suggestions and negative impacts.



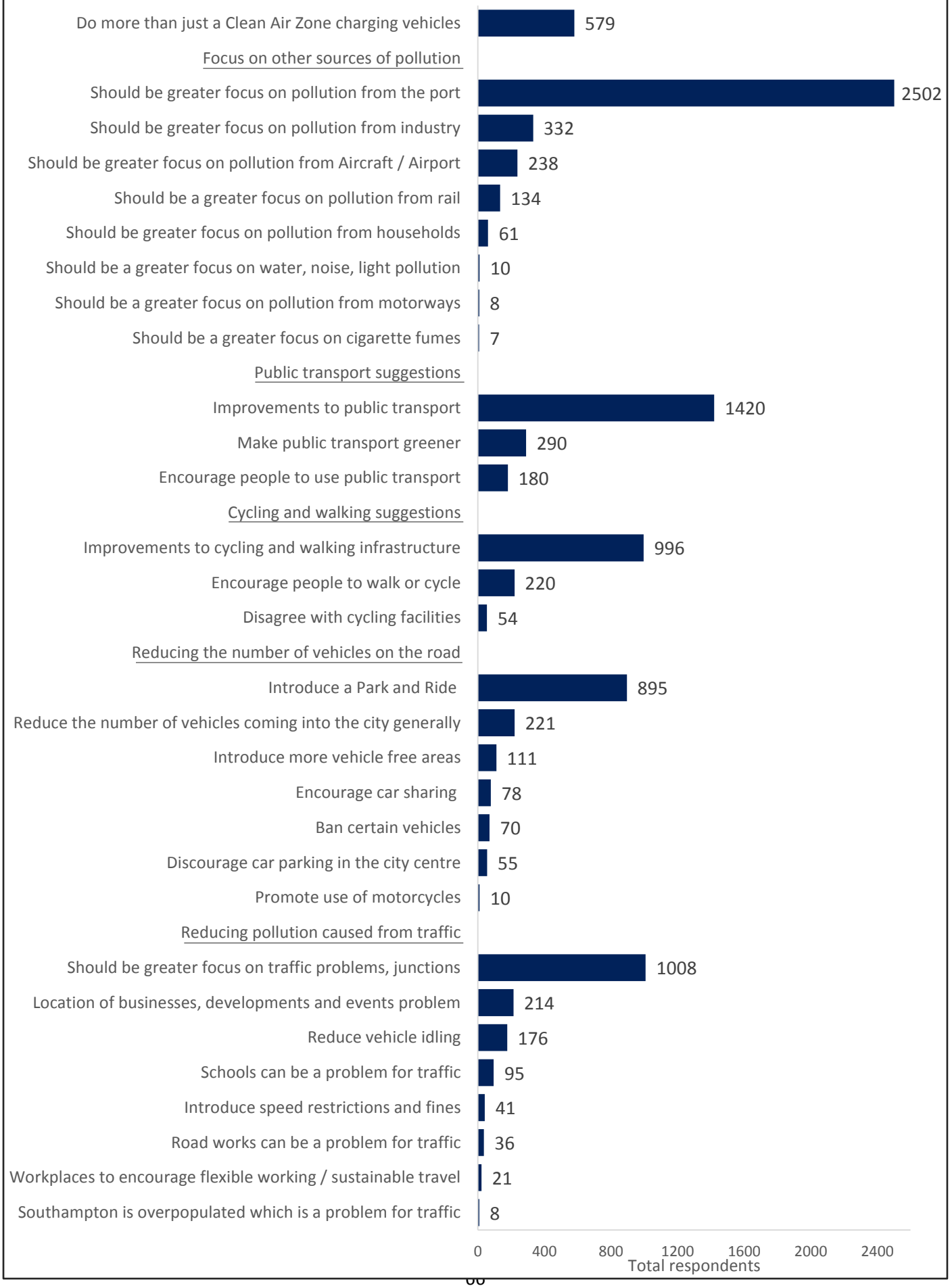
Charging Zone disagreements, suggestions and negative impacts continued.



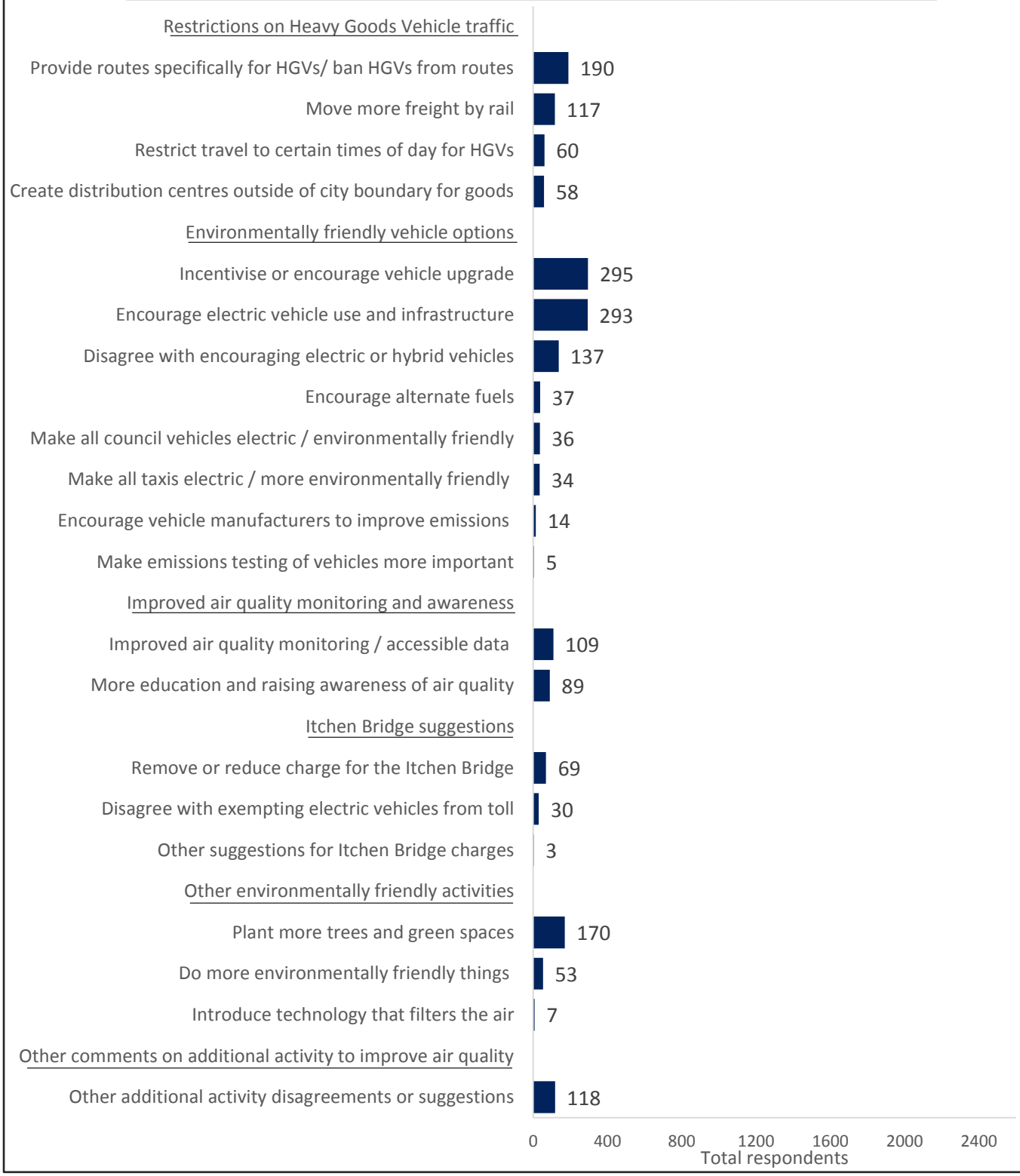
Charging Zone agreements and positive impacts



Additional activity that can be done to improve air quality



Additional activity that can be done to improve air quality continued.



Charging zone disagreements, agreements, suggestions and impacts

121. The following section outlines the categories of comments that were related specifically to the charging zone.

Charging Zone general disagreements and alternative suggestions

122. The first group of comment categories related to general disagreements and suggestions regarding the Clean Air Zone (see figure 51). In total 656 respondents wrote to say that they disagreed overall with a charging Clean Air Zone and that it shouldn't happen. Overall, 376 respondents to consultation disagreed with the Clean Air Zone as they felt that the proposals needed more thought, more research or more modelling. A number of respondents, 172, disagreed with a Clean Air Zone due to a lack of trust for the council and in many cases suggested that the council should sort out other problems first. 25 separate respondents felt that there was no air quality problem or subsequent health impacts across Southampton and the New Forest and so disagreed with the Clean Air Zone for that reason.

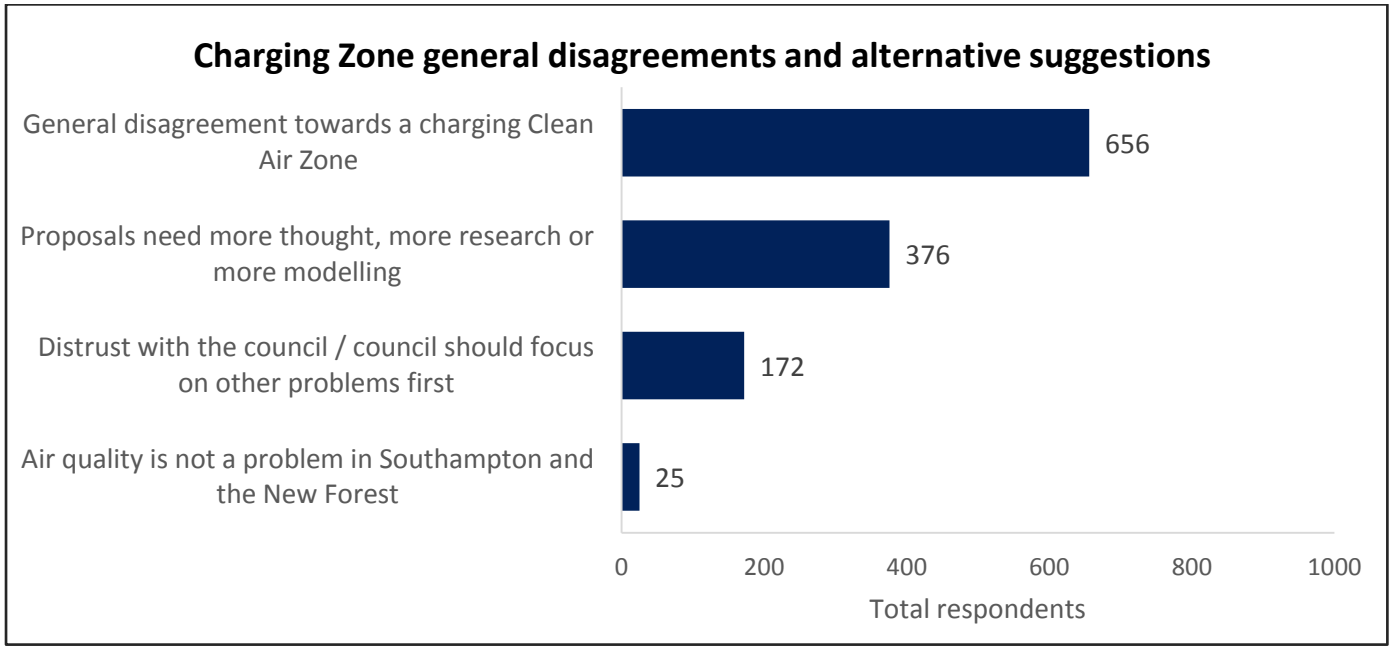


Figure 51

123. In total, 656 respondents expressed a general disagreement towards a charging Clean Air Zone. The unique comments and suggestions are presented in the table below.

Disagree with charging vehicles generally: There should be no Clean Air Zone; Choose Option 1; Disagree with making the city greener.
Reasons for disagreeing with a charging zone: The port makes Southampton successful; The proposals are too political - put aside politics and all parties should work to the same strategy for clean air; The proposals focus on road users' pollution only; Southampton is not a big enough city to cope with the charge; The public already pay tax and so should not have to pay any more; Road tax already charges highly for high polluting cars and not for low polluting cars so the aim of these proposals is already being carried out; Southampton is a city and so pollution is inevitable; Businesses in the city should be supported and not penalised; Disagree with the use of ANPR (expensive and intrusive); Air pollution is the council's problem so shouldn't penalise others for it; The consequences of the charging is unpredictable on the economy; It is unfair to charge public when some global corporations get away with not paying any tax; Behavioural changes are more effective than charging; The system will be too confusing for people; just being

constrained by DEFRAs hierarchy of charging measures but not necessarily appropriate for Southampton; it is not compulsory to have a charging zone.

124. Overall, 376 respondents felt that the proposals need more thought, more research or more modelling. The unique comments and suggestions related to this category of response are present below.

Proposals need more thought generally: don't just go for the easiest option; think again about what you are proposing; the idea is poorly thought out currently; the proposals currently seem like a rushed decision to get a quick fix; short-sighted proposals; the proposals have been sprung on the local community and businesses; make decision of exactly what vehicles are being charged soon and why; include health in the key aims of a clean air zone; it looks like the only success criterion for the Clean Air Zone is compliance at one location rather than points across the city; need an answer on how to reduce exposure as soon as possible; look at the effectiveness of each measure being carried out; should look at "free" improvements first; implement non charging options and monitor progress in the period 2020 - 2022; a Clean Air Zone is only viable when public transport is a viable alternative; inadequacy of alternatives to car use in Southampton; charging car users would be unfair; disagreements with the secondary objectives (the first one about compliance within the shortest possible time should be primary objective and “align with Council’s strategies” is inward looking rather than outcome based.) ; the margins are still close how can compliance be likely and not just possible.

Suggestions for further research that needs to be carried out: conduct a full economic impact assessment; calculate the percentage of vehicles that are currently compliant versus non-compliant; do more research on the contribution of other sources of pollution such as the port, industry, airport, rail and households; what is the impact of shipping burning low grade fuel; more monitoring of pollution across the city to support modelling process; do more research on the contribution of different vehicles to air quality; decisions should be based on which vehicles currently create the most pollution; look at the Southampton situation rather than replicating other cities; more research on the potential impact of proposals on the Isle of Wight; look at the macro-economic benefits to the city; more evidence and research on the impact on the economy; look more carefully at the impacts of class C and D; look at the traffic count data more carefully; what is the cumulative impact of the ports in Southampton and Portsmouth; some research appears miss-leading; check the figures as they look like they have been plucked out of the air; are the air quality readings correct; research to support claims that lives have been shortened by air pollution; greater explanation on why Southampton has such a pollution problem compared to elsewhere; undertake a cost benefit analysis; utilise the research that the University of Southampton have done or involve them in more research; what is the charge level that would encourage the upgrade of vehicles or behaviour change; quantify the potential benefits of the proposals; what would the Nitrogen Dioxide levels be for each option; long-term impacts; take into account meteorological and geographical factors; re-run real conditions tests on comparisons between euro engines - lab shows different but real conditions shows little difference; look at the effect of the motorway on emissions; impacts can take a long time to show up in the statistics - need to look at how the different indicators will be measured over time; work with public health and NHS for research; look at the effect on jobs; do modelling on the effect of charging LGVs; do modelling on the effect of charging diesel vehicles; The economic assessment showed that for the four options (see paragraph 23) the economic benefits outweigh the costs - however this is not a relevant test of compliance with the Directive.

Disagreements or comments regarding the modelling that has taken place: port activity has been overstated; out of date data (should have used 2017 data); where is modelling for option 4; Option 4 should be fully modelled both within the Economic Appraisal and as part of the Air Quality Assessment of Options; proposals based on computer models rather than real measurements; remodelling is required; modelling is optimistic on the numbers of vehicles that would be upgraded or replaced; disagree with the predicted port activity by 2020; no consideration of increasing vessel sizes resulting in fewer port calls; no consideration of the shift towards LNG propulsion for sea vessels; no consideration of the recent changes to legislation regarding ship emissions; The ability to increase the number of compliant coaches at the rate suggested in the modelling is very unlikely; modelling doesn’t fully take into account the expected lifespan of buses and coaches; modelling does not include movement by buses and coaches; better data needed to make an informed decision; a more recent base year is required for the modelling; modelling is not sensitive enough to take into account peak activity time for hauliers (4am-6am); modelling needs to take better account of impact on business; air quality modelling did not directly

assess the impact of taxis or coaches; does the modelling take into account the list of exempt vehicles; the modelling provides no indication of the number of peoples being exposed to levels above the limit; the modelling doesn't take into account road improvement schemes at Redbridge roundabout and M27; the national and local modelling predicts different annual mean NO_2 concentrations in 2015 and 2020; charging older HGVs calling into the city will only bring a marginal reduction4 of NO2 of 1.5 µg/m3, well below the assumed error margin of 5 µg/m3 of the modelling; The modelling guidance used is based on a simulation to support a new London Congestion Charge case study, a scheme that has yet to be implemented. Whilst it is acknowledged this methodology is a national specification determined by the Joint Air Quality Unit (JAQU), the effectiveness of applying socio-economic assumptions from a London model to the Solent context or geography without adaption is questioned.
Look at how similar proposals have been implemented nationally and internationally and the success or impacts: how other places deal with charges - Dartford crossing, London; look at Edinburgh for air quality; look at Oslo for a city that has recently promoted Clean Fuel or Hybrid vehicle taxation and breaks through congestion charging; Manchester cycle and walking beelines.

125. A total of 172 respondents expressed a lack of trust in the council to run a Clean Air Zone and felt that the council should focus on other problems first. The unique comments and suggestions are presented in the table below.

The council should focus on other problems first: focus on core services; there are more important things going on that need fixing first; improve the transport in the city first; more focus on general health and wellbeing due to lifestyle; cleanliness of the city; traffic problems; public transport; charge own vehicles same rates.
Distrust with the council: the council are not forward thinking; the council will just do what the businesses want and so pollution will continue; council want to continue making money from inner city car parks; the council caused the problem and now charging for their mistakes; the council are badly organised; the council never consider the consequences of their decisions; they make ill thought out knee jerk reactions to situations; the council have gone back on their word before - they promised to stop charging for Itchen bridge but haven't; the council is out of touch with the population; the proposals are just a political move rather than a sincere attempt to improve air quality; the proposals are an abuse of the council's position; the council have left it too late to deal with the air quality problem; council's previous decisions suggests they don't care about air quality; the council ignore the health concerns of residents regularly.

126. 25 respondents to the consultation felt that air quality is not a problem in Southampton and the New Forest and therefore disagreed with a Clean Air Zone. The unique comments are listed in the table below.

Reasons why air quality is not a problem: Winds over river dissipates the pollutants; Nowhere has nitrogen dioxide been confirmed to have a significantly negative impact on health; For the most part Southampton's pollution is within the EU regulations and is only over slightly in some places; Some areas in Southampton don't have a pollution problem; We are at acceptable levels already according to the website publishing NO_X levels.

Comments regarding nitrogen dioxide levels

127. A number of respondent wrote specifically about nitrogen dioxide levels within their response to the consultation and there were 3 categories of comments related to this (see figure 52). In total, 145 respondents felt that nitrogen dioxide is already reducing for a number of reasons and so it may not be worth implementing a Clean Air Zone. The second theme of comment related to nitrogen dioxide was that 77 respondents felt that it is

wrong to focus solely on nitrogen dioxide whilst ignoring other air pollutants. A total of 6 respondents queried whether the charging measure would end once nitrogen dioxide threshold levels are met.

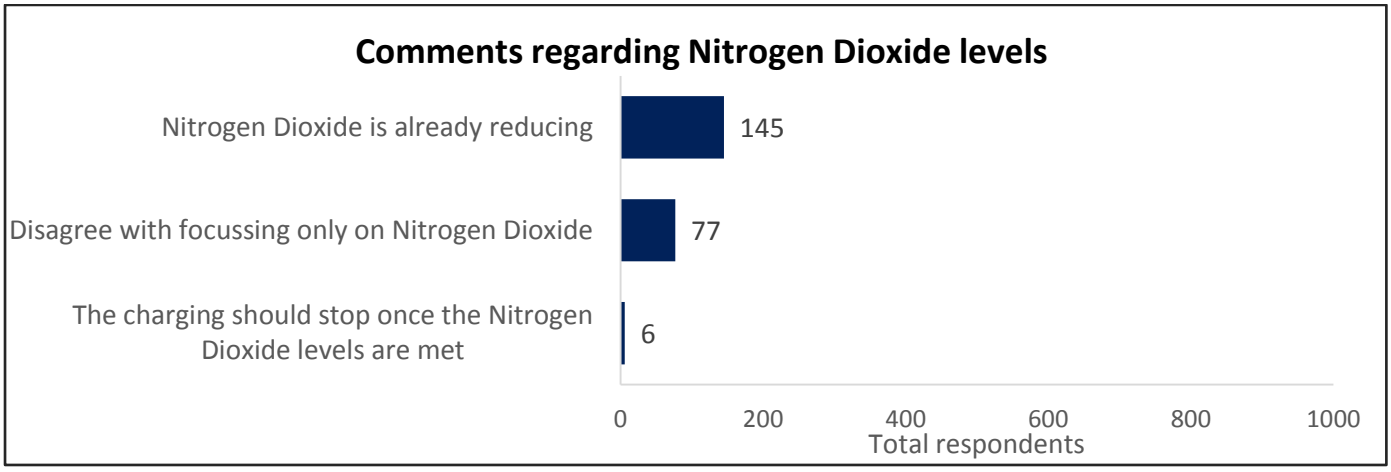


Figure 52

128. A total of 145 respondents questioned to need to implement a Clean Air Zone due to nitrogen dioxide already reducing. The unique comments and suggestions related to this are summarised in the table below.

Nitrogen dioxide is already reducing so it might not be worthwhile implementing the proposals: only just over the limit; it has reduced steadily over time; compliant levels would be achieved without doing anything; Clean Air Zone would quickly become outdated.
Suggested reasons why nitrogen dioxide is already reducing: many HGVs have already or will upgrade naturally over time; technology is always improving meaning vehicles will become less polluting; the number of electric or hybrid vehicles on the road are increasing all the time; many diesel vehicles already have AdBlue to improve emissions; MOTs and road tax already push towards more environmentally friendly vehicles; diesel vehicles will gradually phase out; that the emissions of straddle carrier fleet will actually reduce by over 50% between 2016 and 2020: data shows that over 58% of HGVs that visit the container terminal today (2018) are Euro VI compliant. By 2020, this is projected to be 79% and by 2022 this figure will increase to 94%.

129. Overall, 77 respondents disagreed with focussing only on nitrogen dioxide and felt that other air pollutants should be targeted too. The unique comments and suggestions are presented in the table below.

Reasons why nitrogen dioxide should not be the only pollutant focussed on: there are lots of other pollutants; no specific evidence that nitrogen dioxide causes asthma or thoracic related death; nitrogen dioxide emissions are particularly linked to diesel engines rather than other engines too.
Pollutants that should also be focussed on: Carbon Dioxide; Sulphur Dioxide; Particulate matter; Dust and asbestos.

130. In total, 6 respondents queried whether the charging measures should stop once the nitrogen dioxide levels are met. The unique suggestions and comments related to this theme are summarised below.

Comments and suggestions: Council never keep to their word - they keep charging for the Itchen bridge when promised they would stop - what will make them stop charging once this projects achieves its aims; Continually monitor air quality levels and then remove charge on levels are consistently met; If charging proves ineffective

and air quality levels are not met, will the charge be lifted; Disagree with Local Transport Plan 4 mention of future schemes with charging

Comments regarding the vehicle groups included within the charging zone

131. There were many different themes of comments related to the vehicle groups targeted or included with the Clean Air Zone. These 15 categories are presented within figure 53. The suggestion made by the most respondents in this area was that the council should opt for option 4 instead which would include charging private cars and lower goods vehicles (LGVs); a total of 899 respondents mentioned this within a response. Comparatively, 331 respondents wrote that they disagreed with ever charging private vehicles and expressed concern that it might happen. Of the 4 vehicles groups potentially charged as part of the preferred option, the inclusion of buses received the most negative feedback or alternative suggestions (274 respondents) compared to Taxis and Private Hire Vehicles (136 respondents), coaches (97 respondents) and Heavy Goods Vehicles (70 respondents). Some respondents suggested certain types of vehicles were targeted such as older, higher polluting vehicles (151 respondents) and diesel vehicles (100 respondents). Although, comparatively 58 respondents also spoke of a concern that they would be unfairly penalised after previously being encouraged to buy diesel vehicles as a more efficient vehicle type. A total of 67 respondents suggested that motorcycles were also included within the charging zone. There were 57 comments raised on the list of exempt vehicles in the preferred option or to suggest additional vehicles or groups that should be exempt from charges. As there were 49 separate specific suggestions that residents or businesses based within the city should be exempt from charges, a separate category was made for this exemption suggestion. A total of 49 respondents felt that option 2 should be implemented (Just charging HGVs) as opposed to the preferred option. The last two categories related to the vehicle groups charged included comments and suggestions on how vehicles from outside of the city would be charged (26 respondents) and concern over the use of Euro standard to measure compliance (15 respondents).

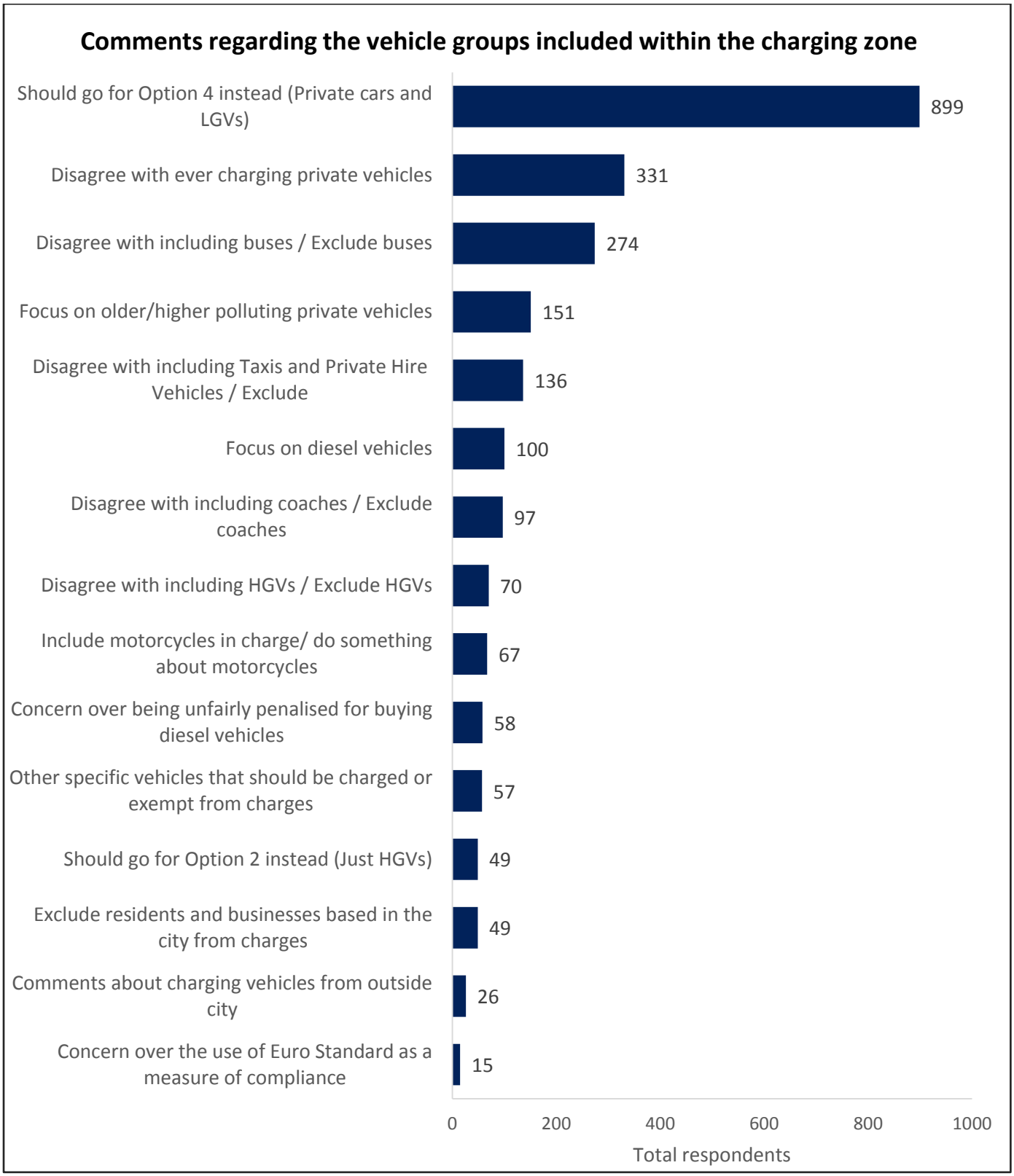


Figure 53

132. A total of 899 respondents felt that the council should opt for Option 4 instead which would also include charging non-compliant private cars and LGVs. The following table summarises the unique comments and suggestions regarding this category of comment.

Charge private cars: city wide; just the city centre; same Euro compliance as other vehicles; charge all private vehicles regardless of Euro standard; at peak times of day; target short journeys; target single occupants; charge a lower rate than commercial vehicles; charge more expensive cars; move to option 4 after a few years; charge private cars dependent on euro standard so some would be exempt; target tourists and visitors rather than commuters; target large engine private vehicles; only charge private vehicles; charge private cars but exempt electric vehicles; have a fixed rate (£5) for private cars.
Charge private vehicles because: they are the main source of pollution; pollution would reduce; compliance would be achieved in the shortest possible time; congestion would be reduced; it would encourage a greater use public transport and cycling and behaviour change generally; there are more alternative forms of transport for private vehicles than commercial vehicles; it works in London; collectively there are many more private vehicles than others even if they are "cleaner" the pollution is greater collectively; otherwise they get off too lightly; the current proposal does not go far enough; this is the most effective way to tackle pollution and does not have a negative impact on businesses.
Charge Light Goods Vehicles (LGVs): Opt for a Class C Clean Air Zone; include ice-cream vans.
Charge Light Goods Vehicles (LGVs) because: LGVs are more polluting than HGVs; more businesses will start using LGVs instead of HGVs; LGVs are used to get around driving time regulations; LGVs have increased in recent years; they are often older vehicles.
Charge both private vehicles and Light Goods Vehicles because: It would not cost much more / anymore to implement; all vehicles contribute to pollution regardless of ownership or type; health should be given a higher priority; it spreads the cost of implementation and running the scheme across more people so the charges can be lower.

133. Whilst, a lot of respondents suggested the inclusion of private vehicles in the charging zone, a total of 331 respondents expressed disagreement with ever charging private vehicles. The unique comments and suggestions related to this are summarised in the table below.

Disagree with private cars ever being introduced: fear that the infrastructure will be put in place and then private cars introduced at a later date; also disagree with introducing caravans or motorhomes.
Reasons for disagreeing with ever charging private cars: people cannot afford to pay the charge; the public already pay for the Itchen bridge; people may move out of the area if it happened; some people need their car to travel around for work (e.g. nurses or employees on shift work when no other transport available); cars are a necessity for some; public transport provision is not good enough to provide an alternative; motorists already pay a charge to use the roads; people may not be able to afford to leave the city.

134. A total of 274 respondents disagreed with including buses with charges for a number of reasons. These comments and suggestions and summarised within the following table.

Reasons why buses should not be charged: buses are public transport that get people out of cars; by charging buses people will be encouraged to continue car use; bus prices would go up; bus companies have overheads such as fuelling and depot costs; they help towards reducing pollution and congestion; charging buses could result in cuts to bus routes and services due to charges; reduction in bus services particularly affect those with mobility issues; there is already money to retrofit them so no need to charge; progress in clean diesel bus technology has dramatically exceeded diesel car technology real world testing of Euro VI diesel buses demonstrates a 95% reduction in NOx emissions compared with Euro V.

Suggestions for buses: do not include them in the charging zone; charge buses a lower amount as carrying more people and reducing pollution and congestion; exclude historic buses from charges; exclude the buses that do not have a retrofit solution available to them at that time.

135. There were 151 separate responses suggested that activity to improve air quality should focus on the oldest highest polluting private vehicles. Those unique suggestions and comments are summarised in the following table.

Focus on older vehicles because: they are highly polluting.
Ways to target older vehicles: Scrappage schemes to encourage vehicle upgrade; offer incentives or discounts on upgraded vehicles; taxis should have a maximum age; ban high polluting older vehicles from the road; charge all older vehicles (including private); introduce ways to report high polluting vehicles, give authorities more power to take high polluting cars off the road.

136. In total, 136 separate respondents expressed disagreement with including Taxis and Private Hire Vehicles within the list of vehicles to be charged. The unique comments and suggestions are presented in the table below.

Reasons why taxis and private hire vehicles should not be charged: Taxis are a form of public transport; often resident run and owned; often small businesses; most taxis are compliant or hybrid anyway; taxis contribute the least emissions; there are already limits on the age of vehicles through licensing; taxis are still reducing the number of cars on the road; taxis are sometimes depended on by elderly and disabled; some taxis are specially adapted for wheelchair users and the vehicles has a long lifespan; taxis are depended on when there is no alternative public transport or at night; unfair to charge cars that are taxis but not cars that are privately owned and driven as the emissions are the same; taxi drivers use the same vehicle for personal use when not working so would be unfairly charged; taxis are a city need; taxis may try to avoid charge by registering elsewhere but still working in city; it would put pressure on public transport if taxis were charged; taxis are already upgrading their vehicles; already heavily taxed through vehicle purchasing and fuel taxes.
Suggestions for taxis and private hire vehicles: do not include them in the charging zone; charge the companies rather than individual cars or drivers.

137. 100 respondents felt there should be a greater focus on the pollution from diesel vehicles. The table below summarises the unique comments and suggestions regarding this category of comment.

Focus on diesel vehicles because: they are more polluting than petrol; produce more Nitrogen Dioxide; create a lot of sooty deposits; cause Asthma.
Ways to target diesel vehicles: charge all diesel vehicles in the charging scheme (including private); charge all diesel vehicles below Euro VI; charge all commercial diesel vehicles; ban diesel vehicles; increase new registration of diesel vehicles over time; monitor their emissions more closely; increase road tax; incentivise vehicle upgrades; scrappage schemes after a certain number of years; offer retrofitting of diesel vehicles; charge diesel vehicles a higher rate; more regular MOTs; council tax discounts if move away from diesel.

138. A total of 97 respondents disagreed with charging coaches and the unique themes and suggestions related to this are presented below.

Reasons why coaches should not be charged: coaches are on average less polluting per person than a car with one person in it; the pollution contribution of coaches is very small overall; for school trips and other uses of coaches there is often not a viable alternative to using a coach to transport people; often not spending much time in the city and just coming in to pick people up or drop them off; school trips often already work to tight budget.
Suggestions for coaches: do not include them in the charging zone; lower the charge as average pollution per person is lower; exempt coaches for school trips.

139. A total of 70 respondents disagreed with charging Heavy Goods Vehicles (HGVs) and the unique themes and suggestions related to this are presented below.

Reasons why HGVs should not be charged: HGVs that transport goods contribute massively to the economy; the HGVs using the city by 2021 are expected to have been upgraded to a point where the city would be compliant; there are no retrofit options currently available for HGVs.
Suggestions for HGVs: Do not include them in the charging zone; Exempt HGVs going to the port from charge; Make every road going lorry have its engine off whilst waiting to be loaded/unloaded in the port.

140. In total, 67 respondents suggested the inclusion of motorcycles in in the charging zone. Unique comments and suggestions are summarised below.

Focus on motorcycles because: they pollute too; motorcycle exhaust fumes can be bad.
Ways to target motorcycles: Encourage the motorcycle club that meet in Bargate to meet outside of the city as idling and causing pollution; enforce against dangerous driving.

141. Overall, 58 respondents expressed concern over being unfairly penalised for buying diesel vehicles that they had previously been encouraged to buy. The suggestions and comments are provided below.

Reasons for concern: Mislead into thinking new diesel vehicle was better for environment than it actually is; it wasn't very long ago that it was advised to buy diesel.
Suggestions: Should be compensation for the need to replace or loss of value of diesel vehicles.

142. A total of 57 respondents commented on the list of exempt vehicles or provided suggestions as to vehicles they felt should be exempt from charges. The comments and suggestions provided are summarised in the table below.

Disagree with having exemptions: there will be no difference; creates loopholes; makes the system more complicated; if there are exemptions they should be on a case by case basis dependent on impact of charge; exemptions risk undermining the CAZ.
Disagree with exempting the following vehicles: classic vehicles because they are very polluting; emergency vehicles; disabled persons vehicles; Registered disabled badge holders.

Following vehicles should be exempt: vehicles going to the Isle of Wight; vehicles owned by charities; vehicles going to the port; vehicles involved in construction projects; old buses; wheelchair accessible taxis; petrol engines; vehicles that have been diverted of other routes due to road closures; zero emission vehicles; rail replacement buses; vehicles using AdBlue; vehicles owned by small businesses; range extended electric vehicles (those with small back up diesel engines); exempt coaches for school trips; exempt coaches for major events; biomethane trucks should have an accreditation; what consideration has been given to businesses based in Eastleigh that frequent Southampton on a regular basis.
Following vehicles should be charged: Only charge vehicles entering city, not for those leaving city; charge large HGVs but not small lorries, Charge non-essential transport; Charge people driving journeys where they could walk or cycle; Charge by creating toll roads on heavily used roads like Thomas Lewis Way and Millbrook Rd; charge refrigeration vehicles as they are very polluting.

143. A total of 49 respondents felt that the council should opt for Option 2 instead which would only see charges for non-compliant HGVs. For the unique suggestions and comments related to this category see the table below.

Reasons for option 2: HGVs are a big problem for air quality so they should be targeted first; Option 2 would have less of an impact (e.g. Tourism)

144. There were 49 separate suggestions that residents and businesses based in the city should be exempt from charges.

145. 26 respondents made comments or suggestions about charging vehicles from outside city as presented in the table below.

Suggestions: Have toll points at entrances to city like M3/A3 (South) A27/M27 (West) A31/M27 (East); Only charge non-residents.
Concerns: System cannot capture foreign registered vehicles or private registered number plates; Charge is high for those visiting for one day from outside city.

146. There were 15 separate responses that raised concern over the use of Euro Standard as a measure of compliance. The sentiment of these comments and suggestions is portrayed in the table below.

Suggestions for what should be the emissions standard: allow Euro 5; Euro 5 should be the minimum for coaches, HGVs and buses; Euro 3 for petrol and Euro 5 for diesel are good emission standards; emissions standard should be more stringent.
Reasons for questioning use of euro standards and choice of Euro 6: there little difference between Euro 6 and Euro 5; Euro 6 seems higher and stricter than is necessary; Euro ratings have been discredited (emit much higher emissions than thought), Euro 6 might be worse than lower euro values.

Comments regarding the charging amounts

147. There were five broad categories of comments related to the charges proposed within the preferred option. The most frequently raised concern was that the charges were too high, a total of 151 separate respondents raised this within their response. A total of 9 respondents felt the opposite, that the proposed charges were too

low. The other three categories of comments related to charges all contained a number of suggestions as to how the charging should work. A total of 90 respondents suggested introducing a scale of charges which would depend upon certain criteria, for example increase over time or depend on the engine size. Overall, 64 people specifically mentioned that there needed to be a balance between the amounts being charged and protecting the economy as they expressed concern over the negative impacts if the charges were too high. A total of 5 respondents made a specific suggestion that money collected from charges should be held and given back to the user to upgrade their vehicle. Figure 54 highlights these categories of comments.

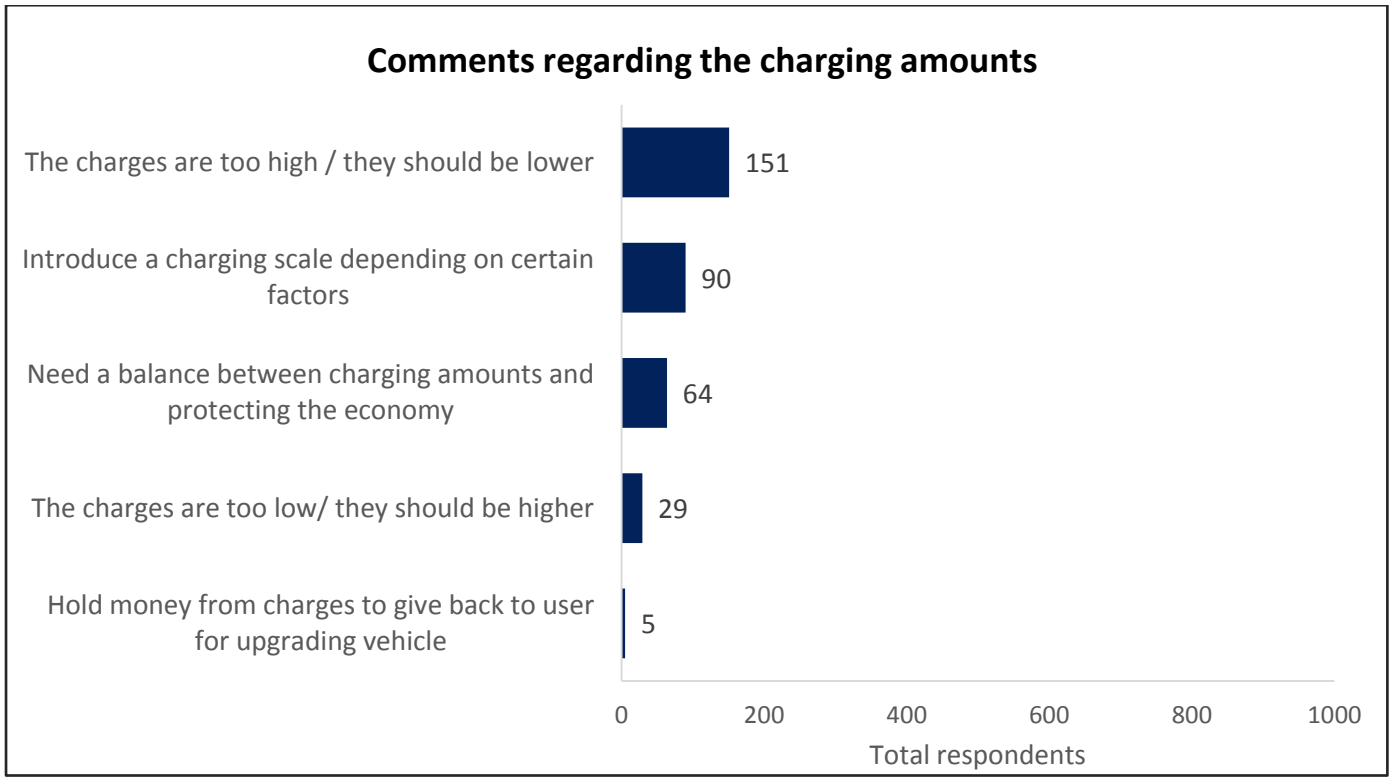


Figure 54

148. A total of 151 respondents felt that the charges are too high and that they should be lower. The unique comments and suggestions are presented in the table below.

Charges are too high: concern that they will keep on increasing each year; it will end Southampton's role as a busy cargo and cruise port; it takes money away from businesses spending it on upgrading their vehicles.
Charges should be lower specifically for: HGVs; buses; coaches; taxis and private hire vehicles; hackney licenced vehicles.
Suggestions for charging amounts: Charging would still have the desired affect at half the proposed charge price; Could introduce annual fees that work out cheaper than paying every day; Full or part refund being offered to vehicles that are travelling to or from certain key economic areas; charge HGVs £50 a day.

149. Overall, 90 respondents made a variety of suggestions for different charging scales depending on certain factors. The different suggestions made are listed within the following table.

Depending on: the air quality conditions that day (charges for certain vehicles if conditions particularly bad or complete bans); where in the city driving (city centre, rest of the city; port); age of non-compliant vehicles; on Euro Standard, weight of vehicle or engine size; the type of goods they are bringing into the zone; whether petrol or diesel; depending on the number of miles driven in the zone; depending on the amount of time operating within the zone; the time of day (e.g. rush hour); the days of the week (some days may be free); size of business; increasing over time (year 1 charge, year 2 charge etc.); for taxis depending on where they are licensed or the company they drive with (lower rates for local companies or licence); the number of times they enter the zone (maybe have a certain free allowance before charges); the daily charge for HGVs be set at £50 as this is consistent with the charge already set by Leeds City Council.

150. There were 64 respondents that suggested there needed to be a balance between charging amounts and protecting the economy. The sentiment of these comments are provided in the table below.

There needs to be careful predictions on what the positive and negative impacts will be depending upon different charging amounts (needs to be high enough to encourage behaviour change or vehicle upgrade but also low enough to not cause significant negative economic impacts)
Balance between charging zone and causing negative impacts on: the construction industry; the isle of Wight economically; economic cost to individuals and consumers; economic importance of the port; the city's economy.
Charging zone and clean air strategy must still be able to create a positive impact for the environment by: charging high enough rates to encourage upgrade to cleaner vehicles; changing behaviours to drive less and cycle or walk or use public transport instead.

151. In total, 29 respondents felt that the charges are too low and suggested that they should be higher. The following table summarise these comments and suggestions.

Charges are too low: won't have an impact; high fines will encourage vehicle upgrade.
Charges should be higher specifically for: HGVs, Taxis/private hire vehicles should be charged more as they do lots of journeys so more polluting; £12.50 not high enough to encourage vehicle upgrade.

152. Five respondents made the specific suggestion to hold money from charges to give back to user for upgrading vehicle at a later date.

Instead of charging businesses, give them a loan to upgrade their vehicle instead.
Hold money from charges in an account for vehicle owners to then be given back to help them upgrade to greener transport.

Clean Air Zone finances

153. There were many comments across the consultation regarding the money earned from the Clean Air Zone and concern over the cost of implementation (see figure 55). A total of 700 respondents provided disagreements or suggestions regarding the money earned from Clean Air Zone charges. There were also 162 respondents that commented specifically on the costs of implementing a Clean Air Zone and day to day running costs.

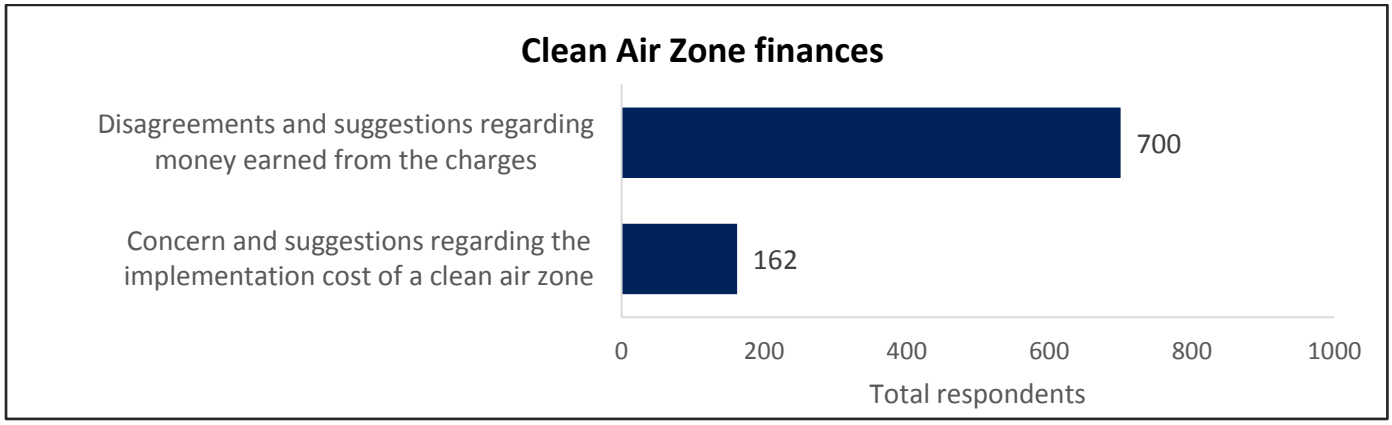


Figure 55

154. A total of 700 respondents expressed a disagreement with the council earning money from a Clean Air Zone and provided suggestions regarding the use of the money. The unique comments and suggestions are summarised within the following table.

This is just another way for the council to make money: stealth tax; hidden tax; tax through the back door; council just looking to make money any way they can; council create the problems and charge the people to fix it.
Money collected from charges should be used for specific things: air quality related projects; improvements to public transport; subsidise public transport fares; improvements to cycling infrastructure; incentivising or subsidising vehicle upgrades; planting more trees and greenery; pay for ship to shore power; give grants to businesses to improve sustainability; help council services struggling financially; go to the NHS; support smaller businesses; creating on street car charge points for electric vehicles; subsidising Park and Ride; bus services in suburb areas; park-and-ride schemes; implementation of sustainable transport policies and infrastructure; supporting measures in the New Forest as a charging zone in Southampton will increase traffic elsewhere.
Money collected from charges should <u>not</u> be used for certain things: should not be used by other council services not related to improving air quality; should not be used to increase SCC employees pay.
Council won't make any money from charges: All will be negated by loss of business rates as companies move out of Southampton.
How does collecting money clean the air
Be transparent with revenue and how the money is spent

155. Overall, 162 respondents raised comments, concerns and suggestions regarding the implementation cost of a Clean Air Zone. These unique points are encompassed within the following table.

Reasons for concern over the cost of implementation: the council cannot afford to implement this; the cost of implementation is very high; it is a waste of money; the cost of the Clean Air Zone will take money away from important service like social services, education, homelessness, poverty, waste collection and road maintenance; is the cost disproportionately high compared to the overall aim; concern over the cost of making all council vehicles electric and replacing perfectly good vehicles; number plate recognition is particularly expensive; concern that it will be funded through council tax; what if it costs more than £220 million.
Reasons for concern over the cost of running the Clean Air Zone: the council cannot afford to run this; ongoing costs will be too high; if everyone leaves and / or upgrades how will the council afford to run it; private vehicles will be introduced to charges to cover the running costs.
Suggestions for the cost of implementation and running costs: thing carefully and plan how all the money will be spent; use the money instead for investing in other council services; make sure the polluter pays; fund scheme using Tourism Tax.

Comments on the help and support for affected stakeholders

156. There were a number of comments made regarding the help and support available for affected stakeholders and suggestions for where respondents felt more help and support was required. In total, 186 respondents provided comments generally on the help and support outlined and provided suggestions for additional help and support. There were 48 respondents that specifically mentioned that they felt there should be additional support for disabled and vulnerable residents and exemptions from charges. A total of 38 respondents thought that there should be more help for small business and traders. In comparison, 31 respondents disagreed with providing additional support for private businesses. Figure 56 shows these categories of comments.

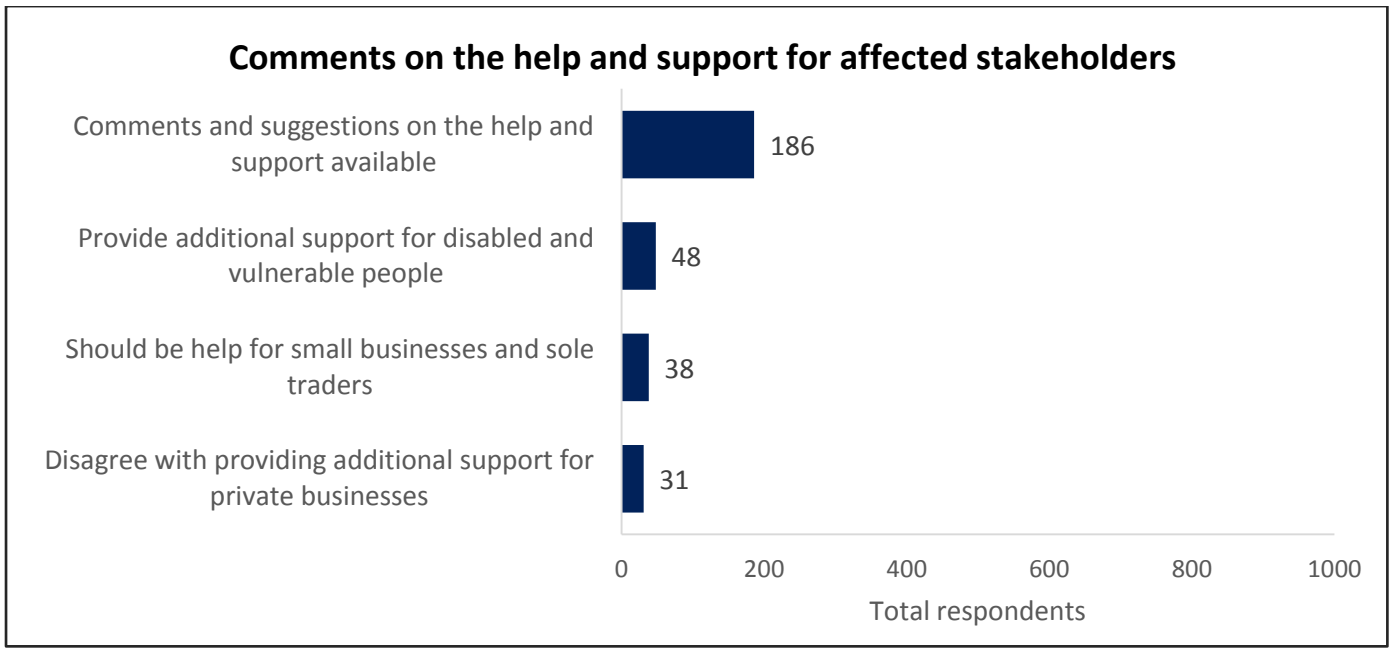


Figure 56

157. In total, 186 respondents provided comments generally on the help and support outlined and provided suggestions for additional help and support. The comments and suggestions they provided are detailed in the following table.

Suggestions on who to give help and support to: low income families potentially impacted; full time carers; buses if they are being charged; small businesses; taxis so they can upgrade; for Southampton residents and businesses only; for businesses impacted on the Isle of Wight; rail replacement services; start-up businesses; any business who need help regardless of size or location; historic and classic vehicles; private hire vehicles; Southampton registered taxis; public transport; food goods vehicles; help and support should be fairly available to all; coaches.
Suggestions on who help and support should <u>not</u> be given to: taxis; coaches; HGVs.
Suggestions for type of help and support given: support should be time limited; provide eco driver training for businesses; provide help and support before charge is put in place; give funding and grants to upgrade vehicles; do not give discounts for charge; do not give time limited exemptions; offer to pay off financial commitments private companies may have for financial lease of vehicles; give discounts for the Itchen toll bridge; help given should be to support any vehicles to achieve compliance; subsidise the cost of retro-fitting taxis to be compliant; create grant to pay for replacement of taxi vehicles; give help and support quickly to avoid unnecessary cost; help and support should be given to those who might otherwise move their business away from Southampton; support coaches and buses to be compliant by a certain date; support for vehicles traveling to IOW.
Disagreements or concern with providing help and support: discounts will create confusion; will create extra bureaucracy; will increase administration costs; giving exemptions, discounts or waiving charges will make charge itself pointless; help and support will get used to avoid charging or upgrading vehicles; some buses are currently not able to be retrofitted due to the design of the vehicle; non-availability or the absence of CVRAS accreditation status for retro-fit options for some vehicle types; all businesses could argue they will be 'adversely affected' to get request discounts/exemptions etc; Help and support will be too costly for the council to provide; Danger this would become a long and complicated system to gain help and support; This help and support detailed will not be enough.
More detail needed for support and help available: what is the criteria?; more detail needed about what will be available, when and to who; how will eligibility for help be decided?; how long will this help and support last?; how much money is there for this help and support and is it enough?.

158. Overall, 48 respondents specifically mentioned that there should be additional support for disabled and vulnerable people. Suggestions provided are included within the table below.

Groups who should be excluded from charges: people with disabilities; services for disabled groups for example transport services; blue badge holders; low income families.
Extra help and support suggestions for disabled and vulnerable groups: Help disabled to upgrade to low emissions vehicles.

159. 38 respondents stated that there should be help for small businesses and sole traders. Those suggestions are summarised below.

Reasons: to stop small businesses going bust; smaller businesses will struggling to upgrade vehicles far more than larger companies; to protect small and local businesses and stop them losing out financially because of the charge; taxis drivers who may lose out to bigger companies if they don't get support to upgrade; small businesses will be the most vulnerable in this Clean Air Zone.

Suggestion for help and support for small businesses: grant exceptions for small businesses who are really struggling; phased introduction of zone for small businesses; have grants for retrofitting vehicles for small businesses; speak to and negotiate timescales with smaller businesses that are reasonable for them to meet; do more for small businesses as it does not go far enough; support small businesses to upgrade their fleet.

160. Comparatively, 31 respondents disagree with providing additional support for private businesses. The suggestions that encompassed this theme of response are detailed below.

Reasons for disagreeing with providing help for private businesses: help should not be given just because they will lose money; giving support will dampen the effect of the zone and just elongate the time before it is really effective; discounts should be restricted or else there will not be motivation any to upgrade vehicles.

Comments on the boundary, timescales, enforcement and other comments

161. The following section of comments relates to other logistical operation of a Clean Air Zone such as the boundary, timescales, enforcement and partnership working (see figure 57). A total of 299 respondents commented on the proposed boundary of the Clean Air Zone and provided alternative suggestions as to what areas should be included or excluded. There were also a number of comments, concerns and alternatives raised regarding the timescales of the project (124 responses). There were 74 respondents that suggested that there should be more regional and national working to establish similar approaches to a Clean Air Zone. There was concern raised by 65 respondents regarding the enforcement of charges for the Clean Air Zone and whether fraudulent activity can be prevented. Across the consultation, 41 individual responses mentioned that EU involvement and Brexit needed to be taken into consideration regarding the Clean Air Zone. There were a further 5 respondents that provided 5 other unique suggestions regarding the logistical operations of a Clean Air Zone.

162. In total, 54 respondents provided comments related specifically to the Clean Air Zone but were mostly unique and have therefore been grouped together into “other charging zone disagreements and suggestions”

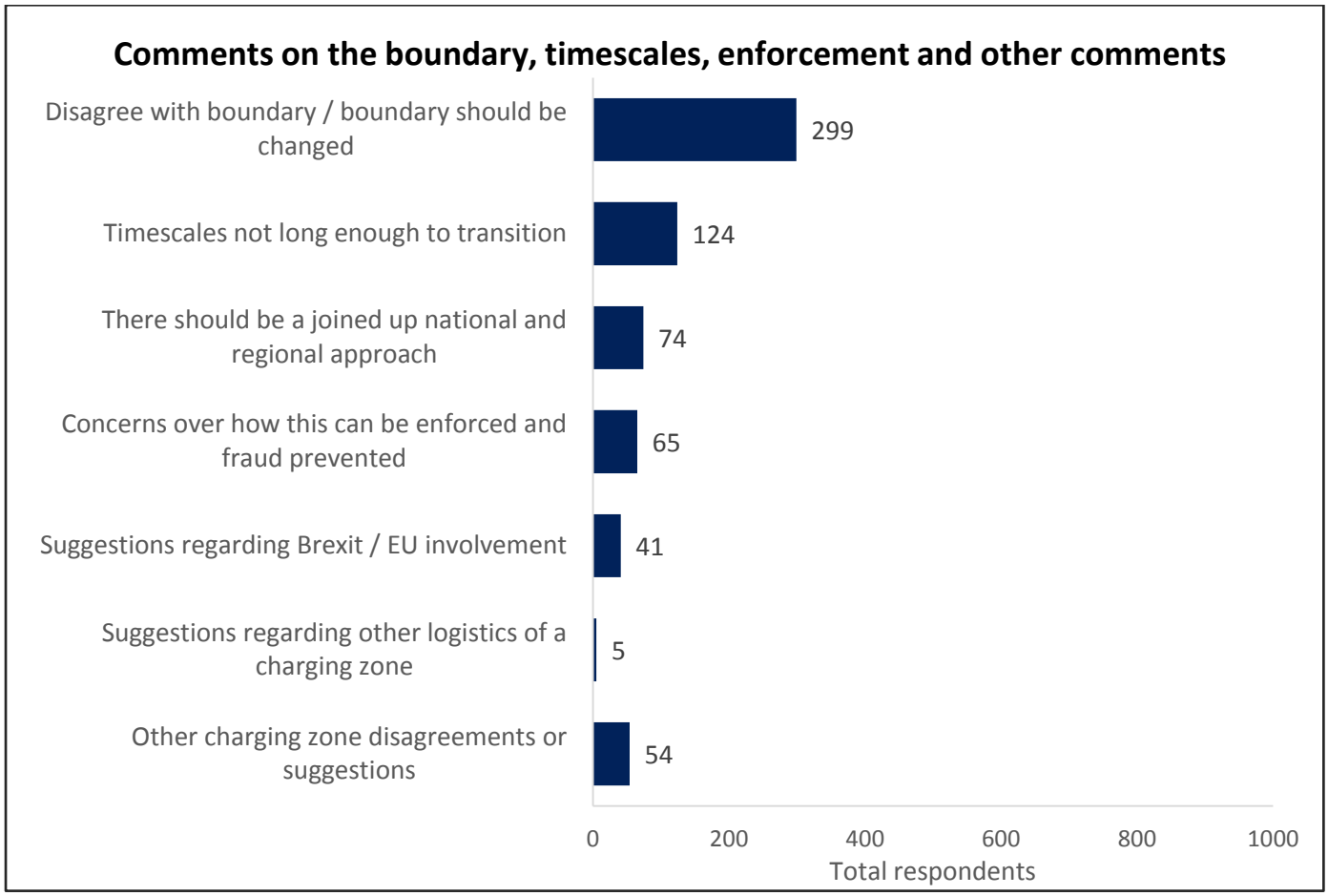


Figure 57

163. Disagreements with boundary:

Boundary should cover a smaller area or exclude certain areas: only M271 and the port; only the port; exclude the port; only the city centre; do not include the motorways around Southampton; exclude Netley as the map shows it included; have certain access roads tariff free; east side of Redbridge roundabout; exclude top part of Southampton to exclude students from charge; don't include roundabout at the top of avenue as it is used by residents outside city to access motorway; Hospitals; the A35 Totton Bypass; a route to the port from the motorway; generally a smaller CAZ; vehicles accessing ATF sites and test facilities should be provided with an exempt route.
Boundary should cover a larger area: Include the Water; Include New Forest - Lyndhurst, Marchwood, Hythe, Fawley, Eling, Totton; A326; Eastleigh; Hampshire; Portsmouth; Fareham; Hamble; Test Valley; include the motorways around Southampton; extend beyond the motorway; cover all SO postcodes; include the airport; Cover SO16; all towns and cities with ferries to the Isle of Wight; cover entirety of the port, including newly developed part in Fawley and Eling; include car parks for cruise ships.
Boundary should focus on where the pollution is worst (some of these areas are inside current boundary, some are outside)
Start with the city centre as a trial and then extend outwards
Different boundaries depending on vehicle: There should be a boundary for option 3 (city boundary) and a boundary for option 4 (city centre or where traffic is heavy)
Comment about the map: Map not accurate enough at the moment to work out impact; using the city boundary is not based on science.

164. Suggestions regarding timescales:

Disagreement with the current timescales: If it happens too quickly it will render a lot of vehicles useless; HGV manufacturers recommend a lead-time of 9 months for new Euro VI vehicles ordered (possibly longer for more specialist vehicles); Bus manufacturing and order can take a long time; there are not currently enough Euro VI vehicles available to meet demand; businesses buy HGVs to last for many years as they are a huge financial commitment - some may have only just bought new "non-compliant" ones; don't rush bringing this in; any CAZ should be as late as possible to align with the 2020 Ultra Low Emissions Zone in London.
Suggestions for timescales: need more time to adapt and plan; have a longer window before charges are bought it (few years); give small businesses longer to adapt (e.g. 5-7 years to update vehicles); give Isle of Wight vehicles and businesses longer to adapt; give taxis and private hire vehicles longer to adapt; give vehicles associated with the port longer to adapt (lots of cars are on finance currently); if thinking of bringing in private cars, make sure you give a long time to adapt; scrap vehicles that don't comply within a certain number of years; provide help and support first before introducing charges; wait until there are viable alternatives and affordable upgrades; Rather than charging straight away have a timeframe to upgrade vehicle by - during this time add a compliance bill up on the vehicle and if it makes the deadline cancel the bill and if not charge it.
Suggestions specifically for phased transitions: charge certain vehicles first and then bring in others over time; charge the lowest euro standards first and introduce other over time (e.g. start with Euro 3 as Euro 5 aren't that old); eventually bring in private vehicles too after a few years of existing Clean Air Zone; increase charges over time (have low charges for first year increasing each year - could depend upon the impacts monitored).

165. There should be a joined up national and regional approach:

Local joined up approach: Combined effort between all of the South Hampshire council areas; work with local regions on improving air quality; Need to work with Highways England as they have exceedances recorded on M271 and M271 Redbridge roundabout; There is no joined up thinking between this initiative and NFDC plans for housing targets set to 10,500 homes in the next ten years, including the Fawley Development proposed to provide 1500 homes (within NFDC and the National Park) at the bottom of the A326, as well as the ongoing developments at the ports at Eling, Marchwood Military, and the ABP proposal for a deep-water container port at Dibden Bay, all of which the NFDC local plan welcomes with no quibbles for impacts.
Central government involvement: central government should be more involved in solving the problem and fund it; this problem is central government's fault; government should take regulatory measures towards improving vehicle emissions.
Suggestions for national approaches: Fund should be set up through the whole country that companies pay into and draw out if necessary when entering a chargeable area - whether it be a haulage firm or bus network; increase fuel duty nationwide to cover cost of other air quality improvement activities; charge entire country so no city is worse off than another; All ports should have same approach across UK so that no port is more favourable or impacted than the other; use emissions sticker system like Certificate qualité de l'air (France); only charge once even if a vehicle goes into multiple zones in the same day; Make charges same across UK; international work with regions in Europe across the channel; national taxi database.
Reasons for national approach: Leaving decisions to local authorities creates confusion for drivers and inconsistent implementation; It won't be effective when only implemented in a few cities.

166. Concerns over how this can be enforced and fraud prevented:

Potential fraud or groups who refuse to pay charges: cloned licence plates; companies moving from HGV to LGV to avoid tax; vehicle modifications to get around charges; use of devices to cheat emissions test; acquiring compliance certificates illegally; foreign HGV drivers may refuse to pay charges.
Concerns over how this will be enforced: area is too large to enforce; concern regarding vehicles used for both personal and business use like taxis be charged; The age of the number plate may not indicate the EURO standard as Euro V could still be purchased relatively recently; concern over the number of entrance points into the Clean Air Zone for charging; council does not have money to afford administrative and enforcement costs; concern over how will taxis and private hire vehicles be identified; concern how the use of Ad Blue for diesel vehicles will be enforced and monitored; it is not possible to use licence plate data to accurately establish if a vehicle is Euro VI compliant.

167. Suggestions regarding Brexit / EU involvement:

Potential implications of Brexit on Clean Air Zone and air pollution in mind: Brexit will make it harder for businesses already without adding charges on top; only do this if the UK is continuing these regulations after Brexit; hold off doing this until after Brexit when we will be more sure about the city's economy; we shouldn't worry about EU regulations when they will not apply to the UK after Brexit; will local authority become responsible for air quality instead of the government?; leaving EU will mean all good European practices around public transport and cycling are less likely to be adopted; we need to keep as much trade as possible for when we leave the EU and the Clean Air Zone won't help this; these EU regulations have not considered any economic impacts they might cause.

168. Suggestions regarding other logistics of a charging zone:

Logistical suggestions for the Clean Air Zone: have two exemptions from charges per year per vehicle; Offer yearly access fees rather than daily fees; should pay per trip in and out of the Clean Air Zone, even if that trip last more than 24 hours; a per day cost does not equate to the amount of time spent with the vehicle engine on.

169. Other charging zone disagreements or suggestions that have not been assigned to other categories:

Compulsory scrappage of untaxed or uninsured non-compliant vehicles
Make a plan and re-visit plan (in 10 years)
Have a trial period to test it before full implementation (test different charges and monitor impacts)
Concerns for data security - will ANPR data collected that is not used for billing purposes be discarded? Confirm that all ANPR data is collected solely for the purposes of the Clean Air project
Have a referendum on Clean Air Zone
Appoint a public facing project officer
If private cars are charged, there should be free parking in town
Increase fuel tax on fossil fuels
Implement something between option 2 and 3
To ease the financial implications for all sectors - don't make the requirements of whatever option is selected retrospective.
The scheme is a tax on businesses rather than a tax on pollution

Keep the technology up to date so it doesn't get static
Need more information about how the signage will work on Hampshire's highways network.
Don't call it a congestion charge - make sure the name of the charge shows it is about improving air quality. E.g. Air Quality charge
Disagree with charging light goods vehicles
Standards for emissions are too tight already and will continue to get tighter
Charge all HGVs and public transport regardless of euro standard. Charge everyone a lower amount.
Question of whether retrofitting actually works/can be trusted; is it Government accredited to do this for Buses and HGVs? ; there is no approved retrofit option for HGVs to bring Euro IV or V vehicles up to the Euro VI standard.
Cabinet Members responsible should commit to resign if the standards are not met.
Concerned there might not be enough compliant vehicles ready and available to buy
Trucks don't need replacing yet
Don't work towards government targets as they're never achievable

Negative economic impacts of the Clean Air Zone

170. The following sections contains the categories of comments that were related to the potential negative economic impact of a Clean Air Zone (figure 58). A significant number of respondents to the consultation expressed concern over the negative economic impact on businesses and the economy within their written feedback; a total of 1221 respondents expressed this. Another theme of response related to the economy was the concern that businesses and trade might move away from the area (589 responses). In total 463 respondents specifically mentioned the negative economic impact on the port. There were 271 responses that expressed concern for small businesses and sole traders as a result of a Clean Air Zone. A number of respondents felt that a negative impact of a Clean Air Zone would be job losses and a subsequent rise in unemployment levels (251 responses). There were also comments made by 165 respondents concerned that a Clean Air Zone would result in a loss of tourism and visitors to the city. A total of 131 respondents felt that businesses may not be able to afford to upgrade their vehicle to become Clean Air Zone compliant. Additionally, 45 respondents felt that some businesses would not be able to afford to pay the charge. The final category of negative economic impacts was concern that the Isle of Wight economy might suffer as a result of vehicles moving through Southampton to the ferry terminal.

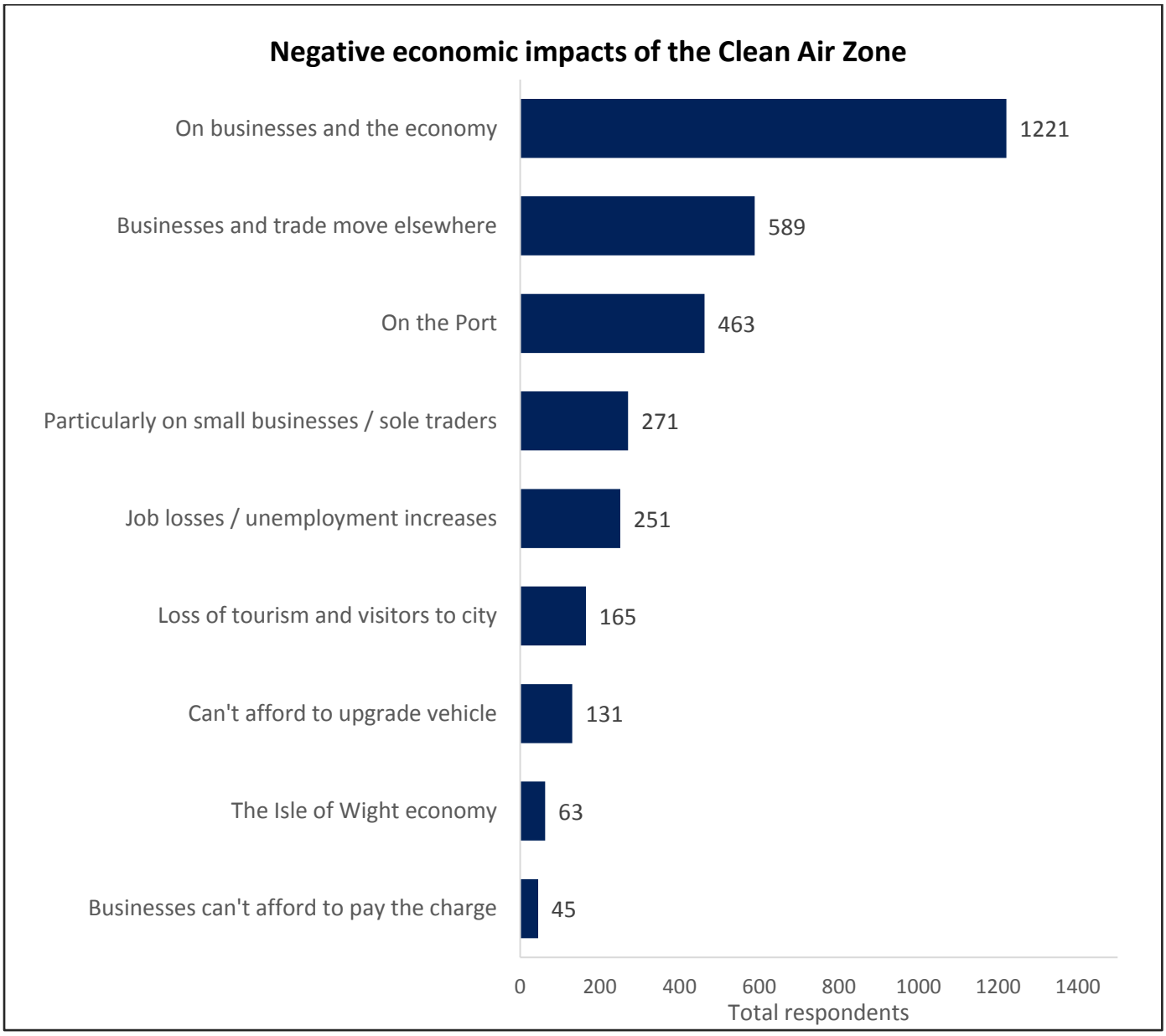


Figure 58

171. 1221 respondents felt there would be a negative impact on businesses and the economy and the following table outlines the concerns raised.

Negative impact on businesses and the economy: the true impact on businesses has not been fully assessed; Businesses and shops will close; businesses will be disadvantaged in terms of competition; businesses may have already invested financially in their activities that may now be affected; increased cost of delivery for businesses and shops; the city becomes a less attractive place to do business; businesses may struggle to attract talent from outside the boundary into the city; business may be forced to leave; lower revenue for council due to a reduction in businesses paying business rates; fewer larger vehicles will enter the city; businesses will have to operate on smaller margins; people will instead shop in Winchester, Portsmouth, Whitely, Basingstoke etc.; businesses won't have enough time to react to changes; the city centre will go into further decline; fall in house prices as the city becomes a less attractive place to live; this will turn the city into a ghost town; will impact country's economy; will negatively impact entertainment industry for example mayflower theatre if city centre declines; bad for future investment; people will be priced out or pushed out of city centre and shopping and forced to shop elsewhere or online; loss of a key part of the city's economy the port; it will have a negative impact on business in Eastleigh, prevents ability to compete with school transport providers based outside the zone.

172. A total of 589 respondents felt that businesses and trade may move elsewhere as a result of a Clean Air Zone. The table below outlines the unique concerns raised.

Business and trade will move away: shipping will go to Liverpool, Felixstowe, Portsmouth, Bournemouth and Tilbury; shops will close or relocate outside of the city; the council will lose money through a loss of business rates; businesses will go to Portsmouth; business will not choose to start up in Southampton; more people will shops online or elsewhere (for example in out of town retail parks); the attractiveness of Southampton to do businesses will be harmed.

173. There were 463 separate responses that mentioned the potential negative impact of a Clean Air Zone on the port activity in Southampton. Unique comments are outlined in the following table.

Negative impact on port/docks: port trade will move elsewhere (e.g. Lymington, Portsmouth, Liverpool; Portbury; Port of Tyne); Southampton port will become less competitive compared to other UK ports; ferries to the Isle of Wight will move to Lymington or Portsmouth; port is economically important to Southampton, therefore any negative impact on the docks will negatively impact the economy; HGVs may no longer transport goods to and from port if charged to enter city.

174. The negative economic impact on small businesses and sole traders was stated by 271 respondents to the consultation. Unique comments are summarised within the table below.

Negative economic impacts on small businesses: Big businesses are already replacing their vehicles, leaving the burden to fall on smaller businesses without the capital to upgrade to be compliant; Small companies cannot afford to pay the charge or upgrade their vehicles, causing financial strain; Small businesses are more likely to be using the older vehicles; Small businesses cannot afford to relocate; Particularly small taxi companies; Small businesses will no longer be able to grow, they can only afford to carry on paying the charges.

175. A total of 251 respondents felt that there would be job losses and an increase in unemployment as a result of a Clean Air Zone. The sentiment of these comments are provided in the table below.

Job losses / unemployment increase: Zero hour contracts/ minimum wage jobs would be hit hard as it would not be worth working in Southampton on such a contract with costs increasing because of charges; High charges causes business closure, leading to job loss; Higher unemployment will then cost more to government in welfare state costs; Some people may not be able to afford to get to work with these charges.

176. 165 respondents felt there would be a loss of tourism and visitors to city as a result of a Clean Air Zone. The reasons and comments included within this category are outlined in the table below.

Loss of tourism and visitors to the city: Taxing coaches will drive the tourism trade elsewhere; Fewer people will visit the city; General increases in costs in the city will push visitors to go elsewhere; Charging in the city will discourage tourists travelling to the Isle of Wight to do so via Southampton; fewer coaches/ school trips will visit venues and museums within the city; people with private vehicles may misinterpret the charging scheme and not come to Southampton if they think they will also be charged.

177. In total, 131 respondents felt that some businesses would not be able to afford to upgrade their vehicles to become compliant. Those comments are summarised in the table below.

Comments about not being able to afford to upgrade vehicles: Coaches can cost in excess of £500k and last for over 20 years - upgrading will cost too much; Some businesses already heavily invested in Euro 5; trade in prices for Euro V have fallen significantly as a results of Clean Air Zones proposed around the UK; If a business or sole trader has recently taken out finance on a vehicle then they cannot afford to upgrade or get out of the contract; Some HGVs are specialist (e.g. car transporter) and therefore are made to order, taking several months or up to a year to be made and delivered so businesses cannot afford to replace such a specialist vehicle until the current vehicle has had its full use.

178. 63 respondents expressed concern over the potential negative impact on the economy of the Isle of Wight. The comments encompassing the sentiment of this category are summarised below.

Impacts on the Isle of Wight: its economy; tourism will decrease; travel costs via ferries will increase; increase in cost of delivery charges; increase in cost of goods on the island; totally dependent on the Solent ports for the commercial ferry transport of all goods and services; over demand on other ferry services to the Isle of Wight if traffic diverts to them.

179. A total of 45 respondents felt that some businesses might not be able afford to pay the charge as described within the table below.

Businesses will not be able to afford the charge on a daily basis.
When businesses have several HGVs all travelling within the zone on a daily basis, the cost adds up quickly.
Businesses cannot afford to pay this charge and absorb the cost entirely.

Negative impact of the Clean Air Zone on people

180. Figure 59 shows the themes of comments regarding different potential negative impacts on residents. The most frequently raised comment was concern that the additional costs of charges on businesses would be passed down to users through increased prices. A total of 828 respondents raised this concern. There were comments that certain groups of people were more likely to be impacted by the introduction of a Clean Air Zone; in particular vulnerable and lowest income people (139 responses) and those people with disabilities or mobility problems (26 responses). In total 191 respondents expressed concern in their written feedback over individual and family finances. A further three smaller categories raise other specific negative impacts on people: there was a concern expressed by 16 respondents that people may move out of the city as a result of the Clean Air Zone; another 16 responses stated a concern that health impact may not improve or worsen; and 14 respondents raised the issue that bus routes and services may become more restricted if buses are impacted negatively by the charges.

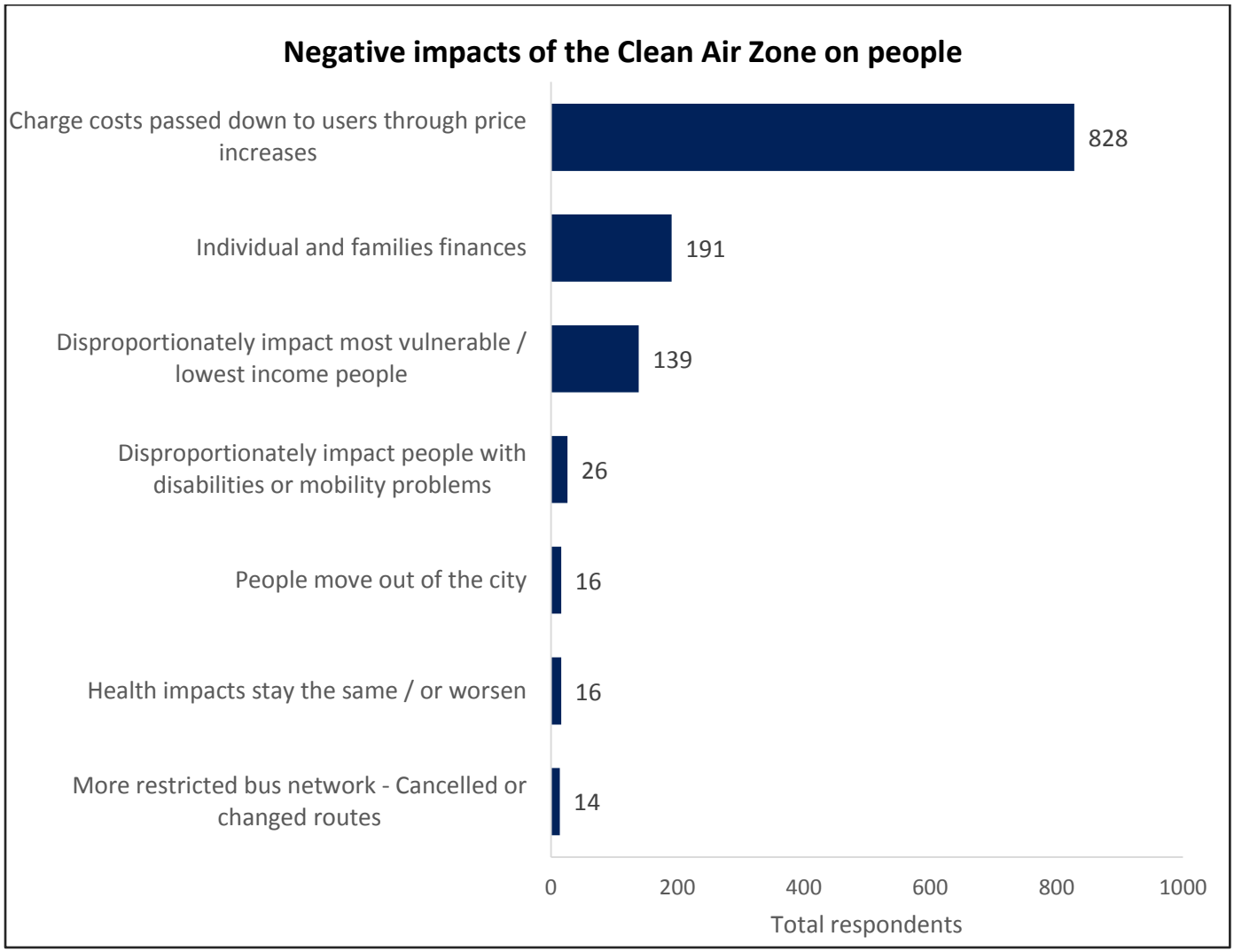


Figure 59

181. A total of 828 respondents raised the concern that the additional costs of charges on businesses would be passed down to users through increased prices.

Costs passed or prices increased for: increase in council tax to cover cost of the scheme; bus tickets; taxi fares; private hire vehicle charges; delivery costs; cost of living generally; coach hire; cost of schools trips as coaches will cost more to hire; students; pensioners losing discounted and free bus travel; rise in the cost of goods; cruise line companies pass on cost to customers; the cost will always end up with the public regardless of who is charged; charges to customer continue even after vehicle upgrade.
Reasons prices will increase: businesses will try to recoup expenditure required for compliance.

182. Individual and families finances impacts:

Families and individuals impacted financially: a price rise for all in the general cost of living; financial impact on students who use the buses and taxis in the city a lot; forced upgrading will reduce the value of older trucks, meaning sole traders are financially worse off as they would normally use their old truck as part of an exchange deal; those working shifts where public transport is not available and a possible charge is the only option; for taxis drivers who may have to pay for charge themselves instead of company they are part of.

183. Disproportionately impact most vulnerable / lowest income people:

Affect vulnerable and low income groups that use public transport - will be priced out.
Increased public transport prices impact those who already cannot afford a car.
If the charges cause the cost of living to rise this will adversely impact those on a low income who are already struggling.
Jobs lost of at risk will be those on lower incomes with lower paid jobs.
Increase in cost of public transport will impact those that use it who are often vulnerable groups already for example those on low income or pensioners.
This will impact the mobility of some vulnerable groups for example people with disabilities who need taxis or private hire vehicles to get around, this be more expensive.

184. Disproportionately impact people with disabilities or mobility problems:

If costs of private hire vehicles increases and buses/taxis - reduces choice of travel for those with disabilities or mobility problems who rely on certain modes of transport.
Promoting cycling will increase traffic on pavements that are already busy, making it more challenging for those with disabilities.
Home to school transport increase in price.

185. People move out of the city:

An increase in the cost of living could push people out of the city.
The proposal will not improve air quality so people may move away to somewhere cleaner.

186. Health impacts stay the same or worsen:

Increase in stress caused by proposals.
The proposals won't go far enough for air quality improvements to impact health.

187. More restricted bus network - Cancelled or changed routes:

With increased cost to replace or retrofit vehicles, bus companies may cancel routes that are not profitable enough or reduce services.

Negative impact of the Clean Air Zone on pollution levels

188. There were four broad categories of comments related to different negative impacts of the proposals on levels of air pollution (figure 60). Most frequently, 653 separate respondents wrote that they felt the proposed charging zone would have no impact or not enough of an impact to make a difference to air quality. A total of

167 felt that the proposals might actually cause more cars to travel on the roads and subsequently reduce air quality further as a result of price increase on public transport. In addition, 139 respondents felt pollution levels would likely stay the same as vehicles would have no alternative but to still drive into the Clean Air Zone anyway. There were 96 responses that raised a concern that the implementation of a Clean Air Zone in Southampton would simply move the pollution elsewhere.

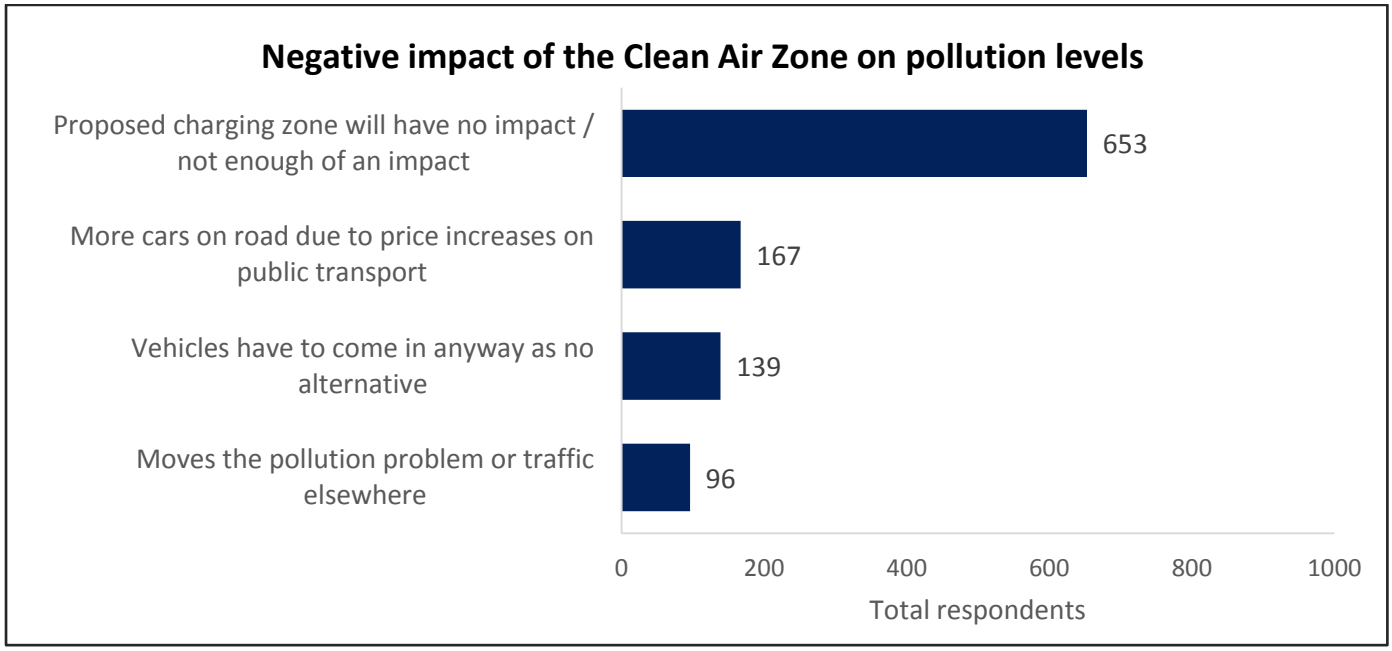


Figure 60

189. Proposed charging zone will have no impact or not enough of an impact unique comments and suggestions:

Generally the proposals will have no impact on the quality of the air or they will not have enough of an impact to make the implementation or economic impact worthwhile.
Proposals will have no impact or not enough of an impact because: it does not go far enough; vehicles will still drive in to the city; businesses will just pay the charge and pass the cost on but still drive in anyway; passing on the charge to customers means that companies won't have an incentive to upgrade vehicles; charging doesn't improve air quality; the system is too complicated; too many vehicles will be exempt; unlikely to have an impact on behaviour; not targeting other sources of pollution; excluding private vehicles will limit the impact of the proposals; the change will not be fast enough; Businesses will start to use LGVs more than HGVs; charging hasn't worked in London so why would it work here; Euro Standard doesn't necessarily indicate the least polluting; it hasn't worked in other cities around the world; pollution moved to the new forest will still blow back over Southampton; people will pay anyway after a certain amount of time; bad air will be blown in from elsewhere so it's pointless trying; there will be no impact on New Forest's air quality; not enough money to fund the project as Southampton has a lot of different sources of pollution; half-hearted proposals from the council to show they are trying to do something; pollution levels vary depending on seasonal variation and option 3 will not deal with the peaks adequately; the modelling predicts there is a risk that the NO_2 concentration on the A33 will not drop below the limit value as the predicted concentration is within 6% of the limit value; compliance might not be achieved along A35.

190. More cars on road due to price increases on public transport comments:

People forced to drive as public transport reduces due to cost to companies of being compliant
School buses become too expensive so parents drive them to school
Cost of public transport becomes too much, cheaper to drive.

191. Vehicles have to come in anyway as no alternative – summary of comments:

Southampton Water lies at a pinch point along the south coast and when the M27 is out of action most people have no real alternative but to travel through the city.
Some vehicles or companies have no choice but to enter the city for example concrete lorries or removal lorries have no alternative
If people or companies need to travel into and around the city then they will regardless of any charge
The Clean Air Zone will not cut down on any journeys which are essential

192. Moves the pollution problem or traffic elsewhere – summary of concerns raised:

Places likely to be affected: A326; New Forest; Beaulieu; Lyndhust; Lymington; Eastleigh Borough (e.g. Allington Lane); Marchwood bypass; A35; Redbridge; Nursling
HGVs going to the Isle of Wight will go through Lymington and the New Forest to avoid the Clean Air Zone causing more pollution and traffic there
Using alternative routes may increase journey lengths and subsequent pollution levels.
The non-compliant vehicles will be used as second hand vehicles elsewhere
Shifting the pollution sources to just outside the boundary which have no change on air quality over wider area
More pollution created by HGVs travelling further to alternative ports.

Other negative impacts of the Clean Air Zone

193. Other negative impacts of the Clean Air Zone that have not been assigned to other categories:

Charging taxis will put more pressure on public transport
Council services cut to pay for the implementation of CAZ
24hour haulage would increase noise pollution at night
Taxis will leave area and 3rd party unregulated private hire companies will come in.
There will be fewer taxis available for hire as they won't be able to afford to run
Increased use of Light Goods Vehicles, more vehicles, more pollution, more congestion
This will negatively impact residents generally
The technology of cleaner vehicles is more expensive to fix if it goes wrong
Changes to councillors or lead in next election
Metal recycling rates reduce due to recycling business not being able to afford charges
Impact on recruitment as staff will not want to pay inflated travel costs
Journeys made longer to go around the boundary
Take part in fewer activities which mean more travelling the city

Impact residents that live just outside the boundary as more will try to park around them
Impact on Mayflower and evening entertainment industry
Impact on hospitals
Some HGV delivery companies may switch to smaller vehicles with lower paid drivers to avoid charge
Potential to increase drink driving as people can't afford or won't want to pay increased taxis fares
People move away or are driven out of Southampton
Charge all non-essential travel instead of essential travel
Attract less employment talent to the city
Negative health impacts on council workers

Positive impacts of the Clean Air Zone

194. There were a number of categories of comments related to the positive impacts that a Clean Air Zone would have on Southampton. A total of 85 respondents felt that the positive impact of a Clean Air Zone would outweigh any negative impacts. Respondents felt there would be: a positive impact on health and wellbeing (75 respondents); a positive impact on air quality and the environment (50 respondents); a positive economic impact (42 respondents); reduced healthcare costs (21 respondents); reduced congestion (9 respondents) and that Southampton would become a nicer place to live (4 respondents). In addition, 26 respondents felt that as a result of a Clean Air Zone, we would be able to market Southampton as a leading city for sustainability.

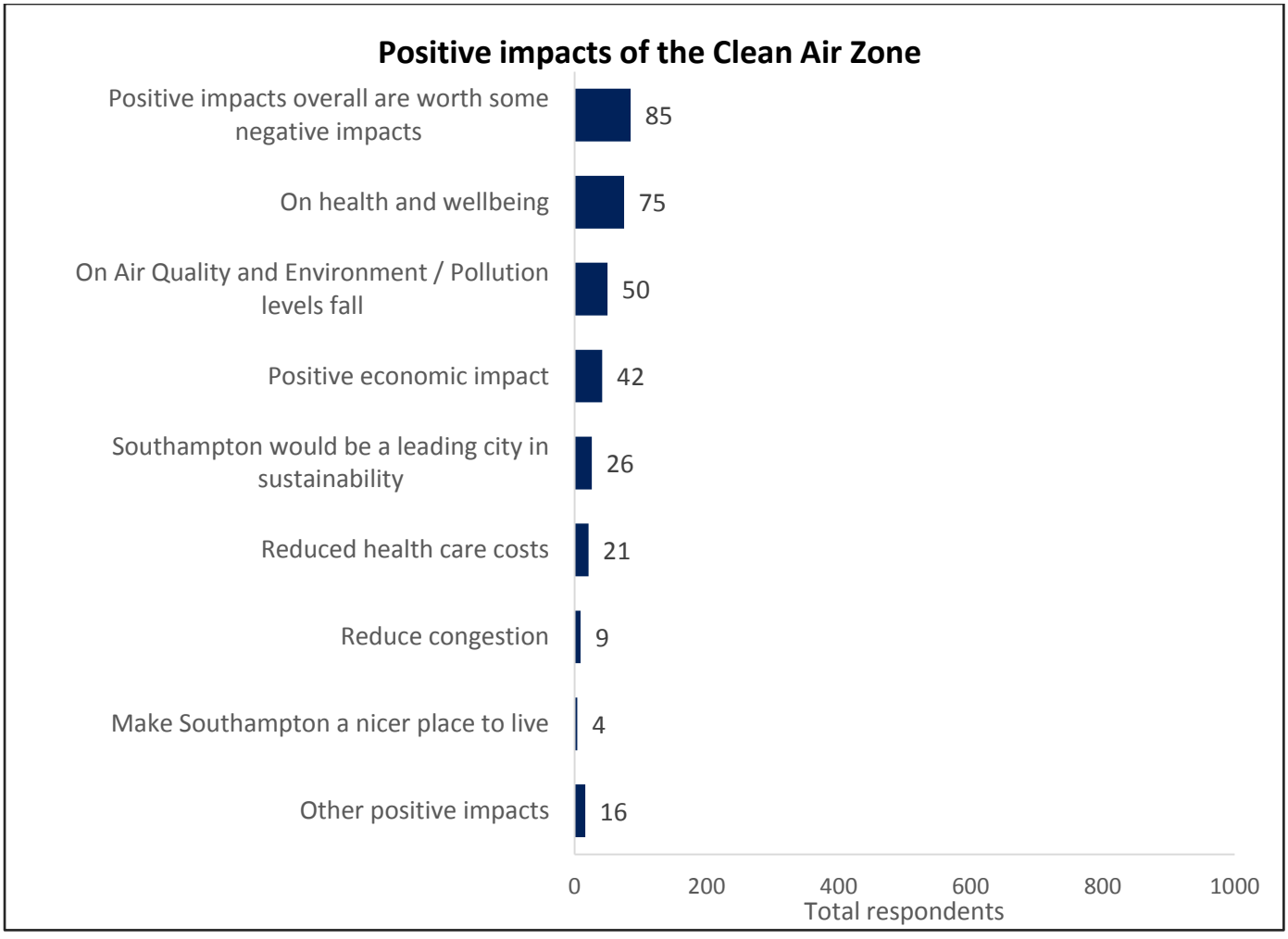


Figure 61

195. Positive impacts overall are worth some negative impacts. Examples of comments:

Some short term negative impacts will become the new norm and only positive impacts will remain
Negative cost will be short term
Any negative impacts will be outweighed by the positive impacts

196. The positive impacts on health and wellbeing:

Positive impacts on health and wellbeing: improvement of health conditions exacerbated by poor air quality; reduction in absences at school and work due to better health; healthier people due an increase in cycling and walking.

197. The positive impacts on Air Quality and the Environment:

Positive impacts on air quality and the environment : Pollution levels fall; Charge should effectively remove the most polluting vehicles from the city; considerable overlap in the policies required to improve air quality and combat climate change; the benefits of improved air quality will be long term.

198. Positive economic impacts:

Positive impacts on the economy: A cleaner more sustainable city will attract investment; this will attract and impact the low carbon transport sector; improve tourism with an improve city; a healthier workforce which is more productive and taking less time off sick; sustainable businesses will flourish; a growth in businesses involved in renewable energy, green public transport, technology development sectors.

199. Southampton could be marketed as a leading city in sustainability

Positive impacts for Southampton as a leading city in sustainability: branding Southampton as a sustainable city will create local pride in the city; being a sustainable and cleaner city will attract environmentally friendly business and business in general; being a cleaner more sustainable city will attract more talent to work in the city; Southampton can become an example nationally and lead city in environmental measures and technology.

200. Reduced health care costs:

Better public health means costs savings for the NHS

201. Positive impacts from reduced congestion

Positive impacts from reducing congestion: there will fewer large vehicles on the road; people will use cars less and switch to cycling and walking; fewer accidents will happen because it will be less congested; a reduction in congestion will allow buses to travel more freely and quickly.

202. Positive impacts of making Southampton a nicer place to live:

More people will go outside and socialise
Southampton will become a nicer place to live
Increased feeling of community

203. Other positive impacts that have not been assigned to other categories:

Encourages road haulage to optimize vehicle use
Generally it will benefit us all
House prices
Safer for cyclists
More pleasant to walk and cycle in cleaner air
The CAZ will improve awareness of air quality issues
Returning residential areas back to residents rather than drivers
Positive to get businesses taking more social responsibility for their contribution towards air quality
Will positively impact mind set of younger people – they will understand importance of caring for environment

Agreement with action to improve air quality

204. In addition to a number of categories on positive impacts of the proposed Clean Air Zone, there were many themes of comments expressing agreement with action to improve air quality (see figure 62). The first, raised by 816 respondents, was a general agreement that action was needed to improve air quality. These comments were necessarily in support of a Clean Air Zone, but were more expressing an agreement that some action was needed to improve air quality. Secondly, 506 respondents wrote that they agreed with the idea of a Clean Air Zone, but perhaps preferred an alternative option. A total of 168 respondents expressed agreement in their comments with the preferred option itself. There were also agreements within responses on aspects of the proposals such as the additional activity planned (23 respondents); help and support described (15 respondents); and the proposed charge amounts (6 respondents). A further 21 people specifically requested that something was done about air quality as soon as possible.

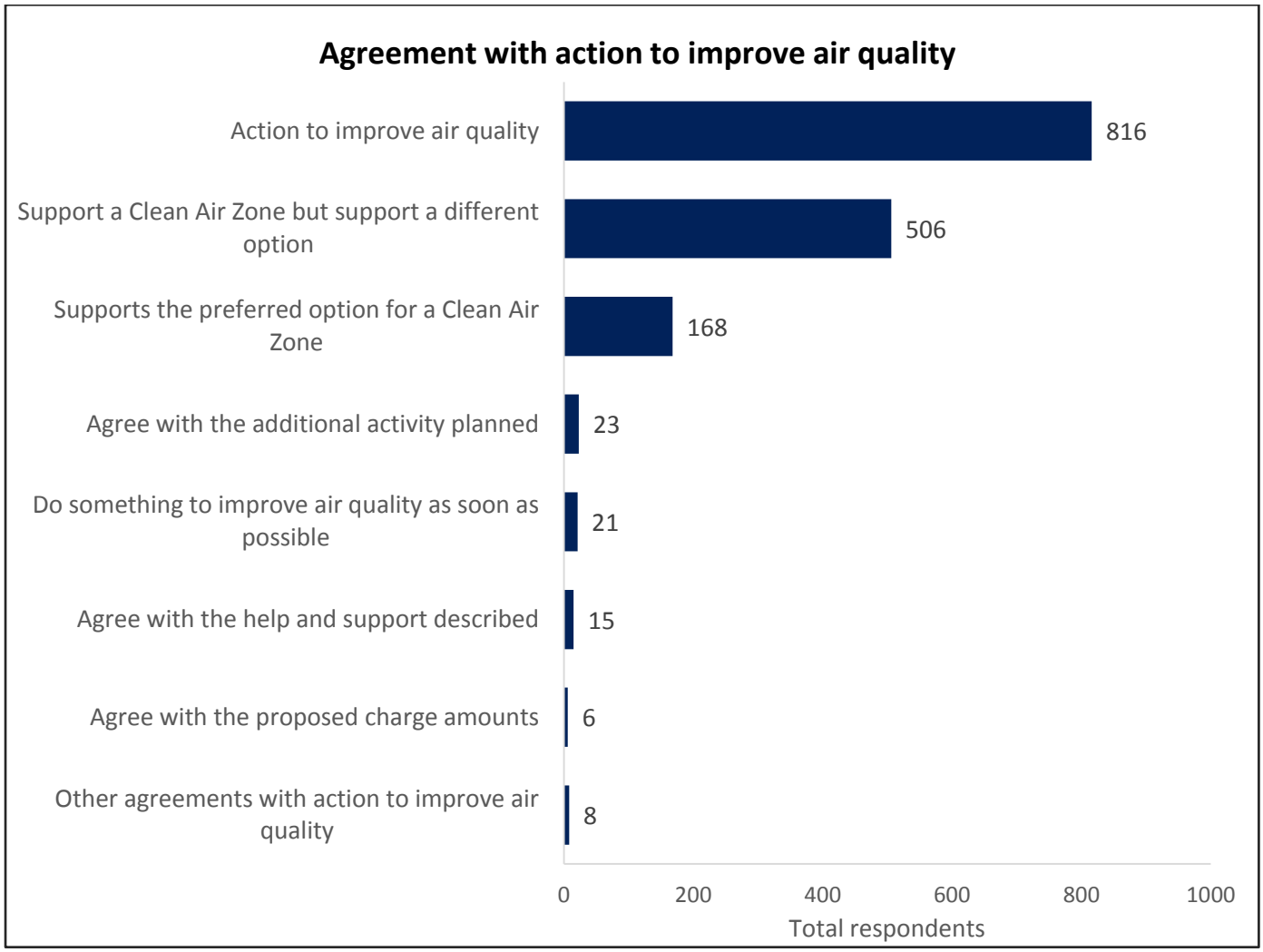


Figure 62

205. Agreements with action to improve air quality:

Reasons for wanting action to improve air quality: people's health should be priority; the environment should be priority; for the benefit of future generations; children are impacted by our poor air quality; personal health conditions which would improve with an improvement in air quality (e.g. Asthma, COPD); something needs to be done about vehicle pollution; we only have planet; even small actions will help improve the situation; this action should have happened a long time; this action must happen as soon as possible.

206. Comments on supporting a Clean Air Zone but prefer a different option:

Clear legislation is needed to prompt a change
Agreement with the principle of and need for a Clean Air Zone but differ in views of what kind of Clean Air Zone should in place
Agree with a Clean Air Zone but have some concerns
A Clean Air Zone is a step in the right direction

207. Support for the preferred option for a Clean Air Zone:

If assurance was given that LGVs would not be charged later on
Agree with charging private hire vehicles
Agree with charging buses and coaches as there are alternative modes of transport
Agree with charging commercial vehicles
Agree with boundary given (glad it includes hospital)
Agree with emergency services being exempt
Agree with historic vehicle exemption
Agree with classic vehicle exemption but would like more clarification on what this entails

208. Agreement with the additional activity planned:

Agree with retrofitting of buses
Agree with electric charging point development
Agree with cycle infrastructure development
Agree with making it free for electric vehicles over electric toll bridge;

209. Do something to improve air quality as soon as possible. Suggestions included:

Taken too long
Take action now

210. Agreements with the help and support described:

Will help small businesses to upgrade vehicles quicker
Agree with supporting and helping buses and coaches
Agree with help with upgrading vehicles

211. Agreements with the proposed charge amounts:

A high amount like £100 a day is necessary to encourage vehicle upgrade
The cost should be similar to other similar charges to other places in the UK

212. Other agreements with action to improve air quality:

Vital that a clean air strategy is implemented
Agree with forcing companies to take responsibility for their contribution to poor pollution

Comments about additional activity, other than a Clean Air Zone, that can be done to improve air quality

213. The next section focusses on the suggestions for additional activities to improve air quality (other than a Clean Air Zone) that were raised within responses to the consultation.

214. The first category within this section encompasses the views of 579 respondents that expressed the general opinion that more needed to be done to improve air quality, a wider range of activities introduced and that charging was not the only option. The following table highlights a summary of these comments and suggestions:

Generally do more to improve air quality: vehicles are not the only polluters; charging is not the only way to improve air quality; charging zone will only be a short term solution so need to think longer term.
Suggestions for doing more to improve air quality: target other sources of pollution; aim for more than just threshold levels of Nitrogen Dioxide, strive for even cleaner air; a charging Clean Air Zone might not be the most effective way to reduce air pollution; a combination of activity would be more effective in reducing air quality; do something more drastic than option 4; Make sure there are viable alternatives for vehicles (e.g. public transport, cycling and walking infrastructure); for good practice see the Crowd leaf award; the new forest shouldn't just focus on the part of their area with the exceedance; make the residents take more responsibility for improving air quality; be more supportive in moving towards cleaner air; focus on other health issue too (diabetes, smoking, healthy eating); focus activity across the whole city.

Focus on other sources of pollution

215. A significant number of respondents felt that other sources of pollution needed to be focussed on and that vehicles only make up a part of the air quality problem (figure 63).

216. A total of 2502 separate respondents to the consultation specifically referenced the port and ships as a source of air pollution that needed to improve. This was by far the highest number of respondents to any category of comment across the whole consultation and had over 1000 respondents more than the category with the next highest number of respondents.

217. In addition, the following sources of air pollution were also referenced as areas that required improvement: pollution form industry and businesses (332 responses); pollution from aircraft and the airport (238 responses); pollution from rail (134 respondents); and pollution from households (61 responses). There were also a smaller number of responses requesting: a focus on other types of pollution such as water, noise and light (10 responses); a focus on pollution from motorways (8 responses); and a greater focus on cigarette fumes (7 responses).

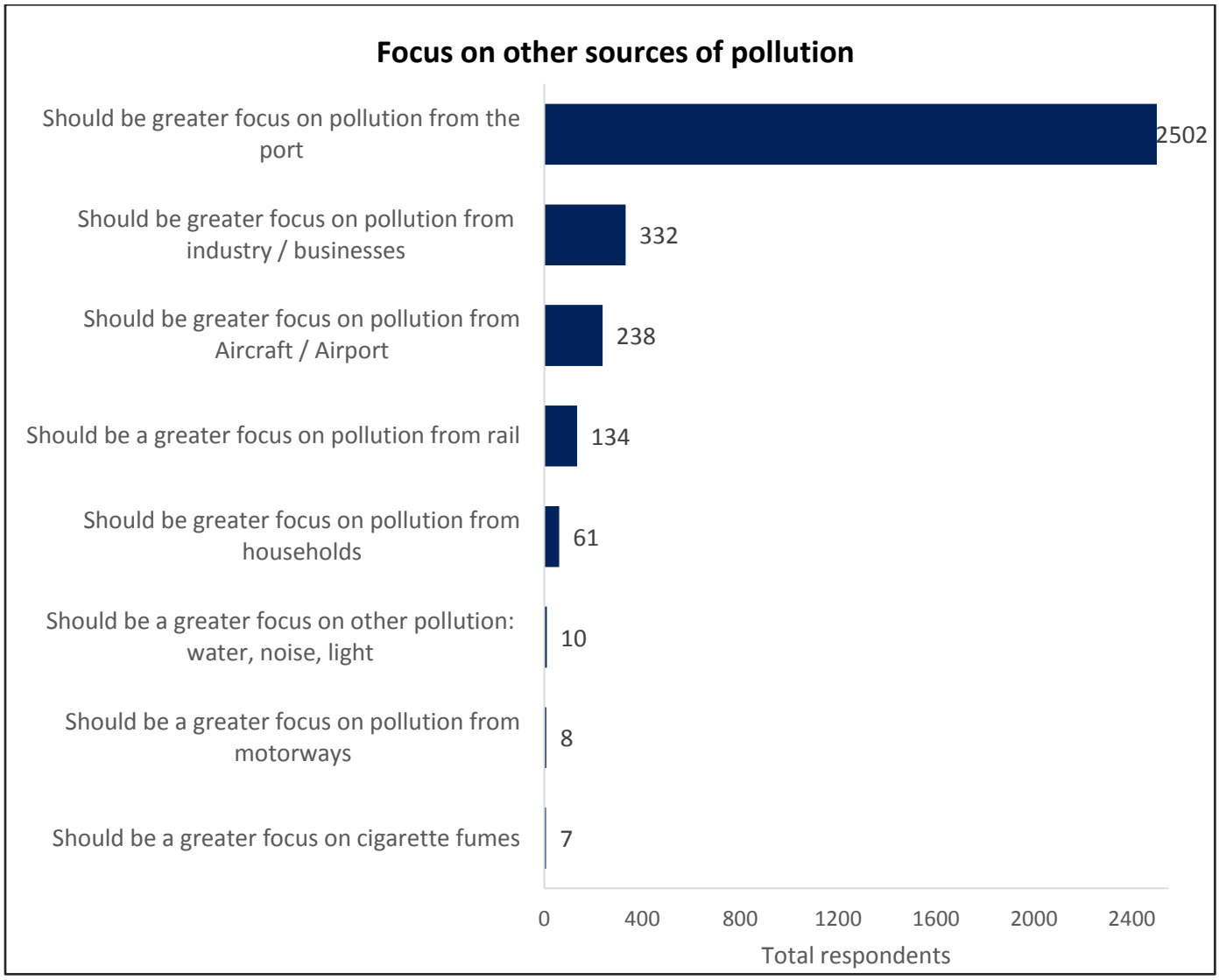

Focus on other sources of pollution
Should be greater focus on pollution from the port
2502
Should be greater focus on pollution from industry / businesses
332
Should be greater focus on pollution from Aircraft / Airport
238
Should be a greater focus on pollution from rail
134
Should be greater focus on pollution from households
61
Should be a greater focus on other pollution: water, noise, light
10
Should be a greater focus on pollution from motorways
8
Should be a greater focus on cigarette fumes
7
0
400
800
1200
1600
2000
2400
Total respondents

Figure 63

218. The comments and suggestions related to pollution from the port:

Concern that the pollution from the port has not been taken into account: one of the biggest polluters; generators cause a lot of pollution; council too concerned over losing business; council does what the port says; port is within the proposed boundary.
Reduce the amount of time vessels spend idling by providing shore power: compulsory shore power; vessels must use shore power if in port a certain amount of time; use clean energy such as geothermal or solar energy; pressure on government to encourage shore power; provide subsidised electricity prices; it would also reduce noise pollution; use Citizen energy; joint venture with commercial liners.
The port should be charged: vessels pay a charge to come into port; cruise ship passengers charged; extra tax; port pays for the pollution it causes; fines if pollution targets not met; tariff on vehicles coming into the port; penalise for non-compliance; made to invest in improvements for all.
Restrictions on port activity: Types of activity taking place (e.g. high polluting wood and metal operations, car imports and exports, ferries, cruises); times of operation and docking; the number of vessels in port at one time (improve cruise ship scheduling); the amount of time vessels can spend idling whilst waiting in the port area.
Port should have a clean air strategy or policy for the city: ABP working alongside council; council should follow plan of ABP; align to international requirements; review any expansions that affect air quality; e.g. California; the port can regulate itself.
Encourage more environmentally friendly vessels: increase use of cleaner fuels; technology to reduce pollution; introduce emission regulations; LPG fuelling; use better quality fuel close to shore; help improve marine ecosystems; install scrubber technology.
Encourage lower emission vehicles associated with the port: including HGVs; including vehicles used within the port itself; incentives or reduced port fees if lower emission vehicles.
Greater monitoring of port pollution contribution: improve awareness of pollution from port.
Improvements to the amount of vehicles traffic caused by cruise ship passengers: coaches to bring passengers in; greater use of public transport; bring supplies in by sea vessels.
Relocation port activity: Move ferry terminal upstream on river test to reduce congestion; close eastern cruise terminal as too close to city centre; move the cruise ships to another port e.g. Liverpool.
Other suggestions for how the port can improve emissions: Electric tugs to tow all ships in to port; Introduce speed restrictions for vessels; Bring port activity under stricter control (into public hands); Work with other ports to improve air quality and to stop threats of businesses moving elsewhere; Only allow ships to drop off passengers and cargo before mooring elsewhere.

219. The comments and suggestions related to pollution from industry and businesses:

Industry contributes to air pollution too
Following industries contribute to air pollution in particular: Fawley oil refinery; Marchwood incinerator; Northam scrap yards; burning of material at scrap yards; Rechem; Recycling plants; Sewage works; chemical plants; Air quality/ smell from the Southern Water plant at Millbrook; Hamble; proposed container port at Dibden; construction industry; warehouses; university emissions.
Reduce pollution from industry by: monitoring emissions and fining above certain limits; charge companies for the pollution they emit; encourage sustainable companies through tax breaks; close Fawley oil refinery; Provide power connections to small local carbon reduced power plants; being careful about future developments being close to residential areas.

220. The comments and suggestions related to pollution from Aircraft and the Airport:

Southampton Airport, planes and helicopters cause air pollution too
Reduce pollution from the airport and aircrafts by: charging aircrafts that fly over the Clean Air Zone; restricting or reducing the number of aircrafts flying over the Clean Air Zone; ban the most polluting aircraft; encourage cleaner aircraft; ensure they keep to flight paths; consider the impact the proposed runway development and increase in aircraft will have on air pollution.
The pollution associated with the airport and planes should be included in strategies: council strategies; the airport should have their own clean air policy.

221. The comments and suggestions related to pollution from rail:

Trains contributes to air pollution too
Reduce pollution from trains by: restricting the number of diesel trains coming into the city; electrifying trains; stopping trains idling at stations; charge trains coming into the Clean Air Zone; filter pollution in the air at stations (roof over central station); conduct more research on the contribution of trains to pollution.

222. The comments and suggestions related to pollution from households:

Households contribute to air pollution too: from wood burners, BBQs, bonfires, coal fires, boilers, fireworks.
Look into pollution from wood burners and open fires in homes: Enforce; ban; monitor; restrict or control materials burned; look at the health effects; Clean Air Zone for burning wood / coal.
Look into pollution from bonfires: Enforce; ban; restrict charcoal use; ban on allotments; restrict materials burned e.g. treated timber and chemically treated vegetation; improve messaging on council website.
Other suggestions for improving household emissions: Boiler upgrade scheme; encourage to use of smokeless fuels.

223. The comments and suggestions related to other pollution:

Noise pollution: from the docks; badly maintained vehicles; Millbrook road; motorbikes; airport
Light pollution: from the docks; Millbrook road
Water pollution: in docks and estuary

224. The comments and suggestions related to pollution from cigarette fumes:

Reasons: Cigarette fumes also impact air we breathe; E-cigarettes cause poor air quality too
Suggestions: ban smoking in public outside areas; have smoke free areas outside; people should not be allowed to smoke at bus stops.

225. The comments and suggestions related to pollution from motorways:

Concern that pollution from motorways has not been take into account: The pollution will persist if motorways are ignored; The majority of pollution comes from motorways; The impact of motorways must be considered
Motorways should be included: Motorways should be included in the Clean Air Zone; Motorways should contribute to the charge; Highways England should be working to improve air quality

Public transport suggestions

226. Comments and suggestions relating to public transport were a popular theme of response across the consultation (figure 64). In total, 1420 respondents suggested improvements to public transport infrastructure in order to provide alternatives to private vehicle use as a way to improve air quality. This was the category of comment with the second highest number of respondents. In additional 290 respondents responded specifically to request that public transport was made more environmentally friendly. A further 180 respondents suggested that there needed to be greater encouragement to get people to use public transport.

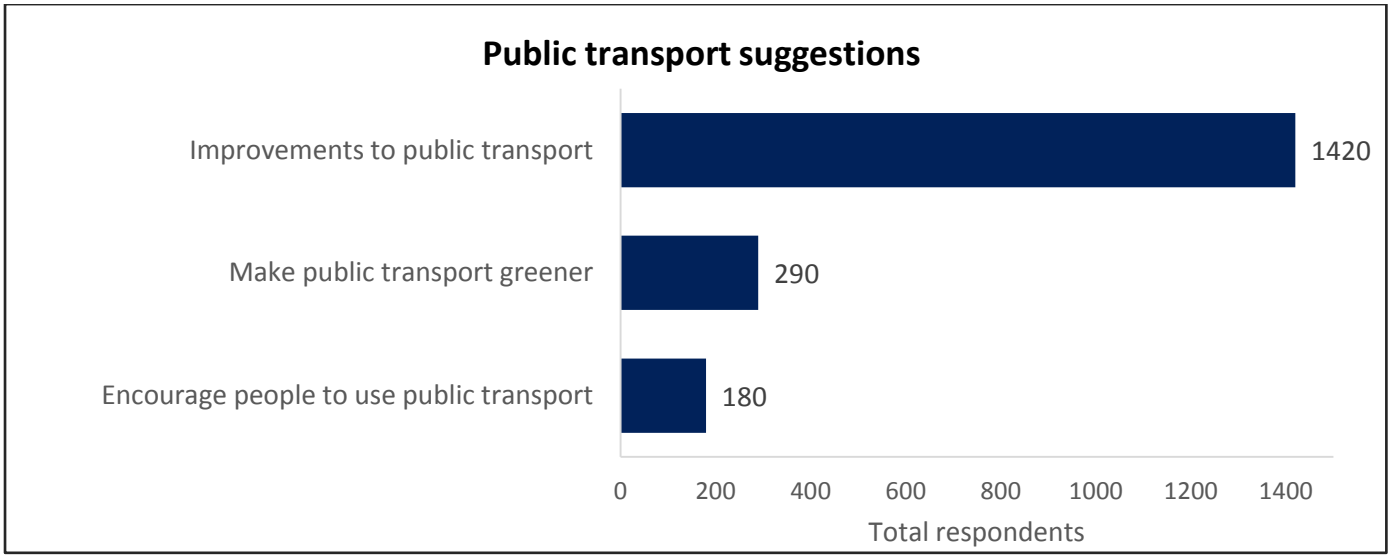


Figure 64

227. Suggestions of improvements to public transport:

Improve public transport generally: more investment, make it more convenient than driving; more public transport available at peak times and school run times; improved routes; greater connectivity across the city and outside of the city; offer cheaper or subsidised travel for regular users; less polluting than driving; reduce congestion if more people on public transport; road space should be allocated on a per traveller rather than per vehicles basis; fine transport providers for poor service; fund improvements from the council and not the public; don't increase fares to cover improvement costs; build a bus station; reduced fares generally; continuously review and improve; e.g. Malta; Underground trams underneath the Common; free public transport one day from the week or in those hours of the day with heavy traffic; free use as it is paid by taxes (just like Police, Council).
Bus travel - improvements: cheaper tickets; currently cheaper and more convenient to drive; have standard fares across the city; have cheaper fares to outside of the city; maintain free bus pass for over 60s; allow over 60s to use their pass before 9am; get rid of the free bus passes for over 60s; allow people with disability pass to use it before 9am, prioritise buses on the road through bus lanes and bus only routes; more buses; fewer buses travelling overlapping parts of routes; more later bus times; more double decker buses to increase capacity; more buses at peak times and fewer during the day; allow over 60s to travel at any time of day on pass as some will drive if they have to be somewhere early; Blue Star scheme of a weekly bus ticket for £6 on the 18 and 16's could be extended to other routes; Buses to start earlier for workers; bus priority measures can deliver 75% fewer emissions per bus passenger km than for car passengers; Free bus pass for Southampton residents; fewer bus stops all in the same short stretch; consider if it is more beneficial to replace the oldest buses rather than retrofit them; put a cap on the amount bus companies can charge for a fare; effective investment in bus infrastructure can generate up to £7 of net economic benefit for every £1 invested; bus journey times have increased by almost 50% in the more congested urban areas in last 50 years (If we had protected bus passengers from the growth in congestion there would arguably be between 48% and 70% more fare paying bus passenger journeys today).
Bus stop facilities - Improvements: particularly for the elderly, women and children; to be able to wait in a clean warm and safe environment; assistance on and off bus.
Bus travel - suggested routes / locations: University Science Park; regular bus linking town quay and centre; more residential areas; Ocean Village, hospitals; Bassett and Hill Lane; links from Hythe, Dibden areas into Southampton; Bus station at Toys R Us; A circular bus route that takes in Woolston, Bitterne and Portswood.
Ferry travel – improvements: support and subsidise the Hythe ferry
Ferry travel - suggested routes / locations: more locations in the new forest; link between Netley, Woolston, Ocean Village and Town Quay; Marchwood.
Rail travel - improvements: more carriages on trains; electrifying trains; improved network of stops; more regular stops; more local stops; improved timetable; have a policy that trains stop at every station at least every 30 minutes; better lit stations; Example - Newcastle.
Rail travel - suggested routes / locations: reopen the waterside line to Fawley and Hythe, rail link from St Denys to Totton, train station in St Marys; more stops at Totton, Swaythling, Woolston, St Denys, underground to Portsmouth.
New transport suggestions: Trams e.g. Manchester; Light rail; Water taxis across the River Test; Cable Car from Bitterne to city centre; Rapid transit to Portsmouth; bring back floating bridge across Itchen; mass transit systems; shuttle between airport and city centre.
More **integrated ticketing** across transport network (tickets that can be used across different companies; standard fares across the city; daily or seasonal tickets across network; include the Quay bus).
More **integrated transport**: with neighbouring authorities; buses to improve connections to stations and terminals; bring back publicly owned transport.
Make improvements to public transport first before a Clean Air Zone is considered or implemented (may reduce pollution; provide the alternatives ready for people if they are charged).

228. Suggestions to make public transport greener:

Make public transport greener: Incentivise, subsidise or encourage transport companies to upgrade transport; start/stop technology; retrofit technology; make all public transport electric; implement a deadline for all public transport to be electric by; look to the Big Lemon Bus company for an example; look at manufacturers MagTec for hybrid electric drive systems for buses; GenCo for the use of biofuel.
Specific suggestions for buses: Encourage electric, hybrid or LPG buses; Phase out diesel or internal combustion engines; upgrade old school buses; retrofit; replace and upgrade buses rather than retrofit; hydrogen buses; solar panel roofs, smaller buses that emit less pollution in non-peak times.
Specific suggestions for ferries: The Hythe ferry uses old technology.
Specific suggestions for trains: Electrify.

229. Suggestions for encouragement to get people to use public transport:

More publicity: on the routes available; the benefits of public transport; emissions are lower.
Free travel for: Over 60s; Under 21s; everyone during peak hours, during school holidays.
Subsidised travel for: regular users; discount card; people that do not own a car; trial offers.
Other encouragements: single season ticket supported by large employers so payable through payroll; Businesses demonstrate outstanding contributions to improving air quality offered grants for free bus passes to employees, converting vehicles, alternative transport promotional activities, prizes (free bus journeys), discounts on year tickets.

Cycling and walking suggestions

230. Similarly to comments relating to public transport, comments about cycling and walking were also popular suggestions raised by a number or respondents (figure 65). A total of 996 respondents suggested improvements to cycling and walking infrastructure as a way to provide an alternative to private vehicle use. There were 220 respondents that provided suggestions that there needed to be greater encouragement for people to walk and cycle to travel locally. Comparatively, there were also 54 respondents that disagreed with cycling and cycling facilities for a variety of reasons.

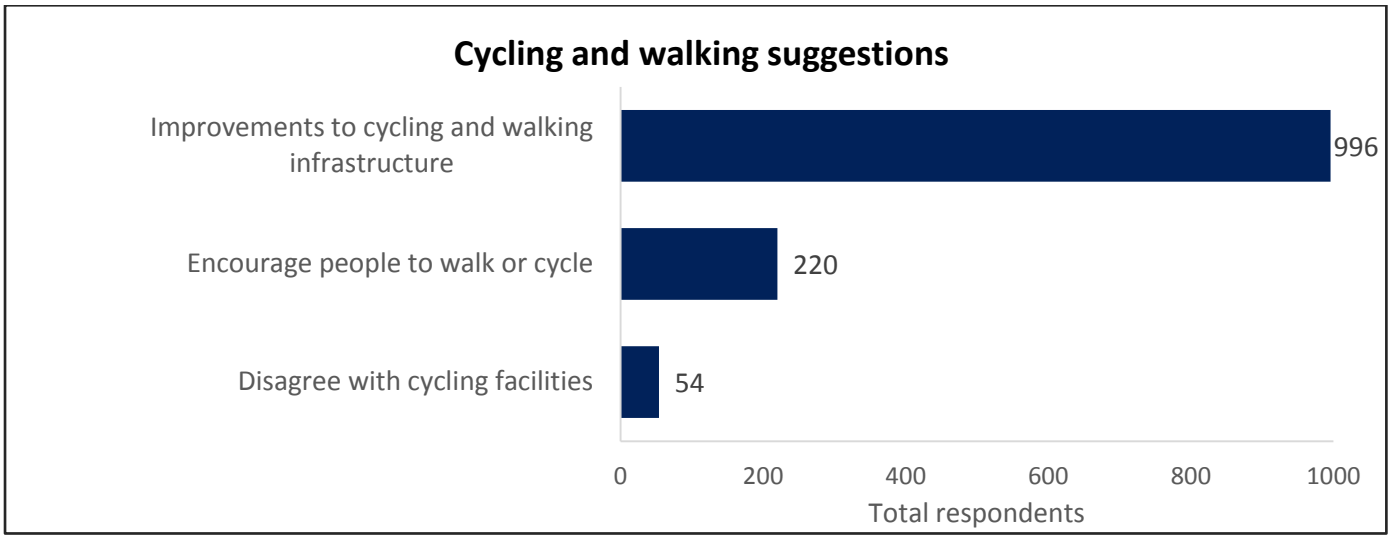


Figure 65

231. Improvements to cycling and walking infrastructure:

Cycling – improvements: more dedicated cycle routes; longer cycle routes; segregation from the traffic; segregation from pedestrians; better connectivity to places; make it more convenient than driving; give priority over motor vehicles and pedestrians; work alongside cyclists for suggestions; allow scooters, motorcycles and electric bikes to use cycle lanes; more secure bike storage; continual maintenance of cycling infrastructure; bike racks on buses; more Yo-bike storage; improve and promote the cycle hire schemes; include e-bikes in cycle hire; cyclists pay annual fee to support cycling infrastructure; fenced cycle lanes in the middle of the road like places in Europe; Regulate (e.g. tests, licences, mandatory insurance); e.g. Netherlands.
Cycling - safety improvements: improved lighting; enforcement against people blocking cycle lanes; west end of the Itchen bridge is dangerous for cyclists; cycle ways just suddenly stop; remove overhanging branches, overgrown vegetation and grass; remove street furniture; careful placement of lighting furniture and bollards; support from police to enforce unsafe situations; fewer potholes; unsafe/poor cycling routes that need improving include Empress Road, Millbrook Rd East, outside Shirley towers, Winchester road, Portsmouth Rd, Wrights Hill, Shirley high street, Hill lane, St James Rd; improved surfacing; more punishment for dangerous driving.
Cycling - suggested routes / locations: turn old waterside train line into a cycling route; along Portswood Road; along Bassett Avenue; from Chessel bay to Woolston; along Shirley High Street; cycling provision is not equal across the east and west of Southampton; cycle paths along shoreline in new forest; cycle lanes throughout new forest; cycle lanes down to ocean village; better connections to places outside of the city such as Eastleigh, Totton, Romsey, Chandlers Ford, Hedge end, Winchester, Bishops Waltham, Hamble, Marchwood, Hythe; Stoneham lane; High road; Totton to Ocean Village; pathway between Millbrook road and the railway; cycling links to Totton and the new forest; designated cycle path along the A337 from Lymington area through the New Forest to Totton and Southampton; proper segregated cycleway along the A326 from Fawley to Totton and along the A337 from Lymington to Lyndhurst.

Walking - improvements: better lit walkways - e.g. the Common; keep lights bright all night; make the streets safer to walk along; cleaner walkways; improve the condition of the pavements; give priority over motor vehicles at crossings; segregation from cyclists; more safe road crossings; safe road crossings with crossing guards around schools; cut back overgrown vegetation; footpaths should follow the road as sometimes take longer detours like on Tabourba Way; too narrow paths; when it rains pot holes and gutters get full of water and pedestrians get sprayed; city wide maps; app connected to an air quality sensor and you can plan your own route accordingly (e.g. Brizi); make it more disabled access friendly.
Walking - suggested routes / locations: Walking from the station to west quay is convoluted and unattractive; knowing greener routes through the city as a cyclist and as a parent with a baby in a pram.
Both cycling and walking improvements: make a bridge just for cyclists and pedestrians; make Woodmill Bridge just for cyclists and pedestrians; make all improvements happen quickly; delay improvements until pollution levels safer to avoid health problems of cyclist or pedestrian.
Education: Cyclists taught not to jump lights; Cyclists make themselves visible; cyclists should have to take a test; drivers educated on how to pass cyclists safely.

232. Encouragement to increase the amount that people to walk or cycle:

Encouragements for cycling: promote showers and changing facilities at work; vouchers or subsidies to buy bicycles; encourage electric bikes; subsidise electric bikes; provide more education for cyclists; city wide cycle to work scheme; make cycling seem the commuting norm; reward schemes; Team up with sports tracking apps - prize draws for distances or minimum distances achieved.
Encouragements for walking: increased promotion; safer road crossings available.
Promote the benefits of cycling and walking: improve population's health, air pollution and traffic problems.

233. Disagreements with cycling facilities:

Reasons for disagreement: Cyclists cause more congestion and pollution as traffic waiting to pass them; cycle lanes can make traffic situation worse (e.g. Cobden bridge); danger to pedestrians on pavements (especially those with a disability); pedestrians have been deprioritised in favour of cyclists; cyclists are exposed to poor pollution; cycling infrastructure will require continual maintenance; yellow bikes get abandoned everywhere.
Suggestions: get rid of cycle lanes to widen roads.

Reducing the number of vehicles on the road

234. The next selection of categories are all related to different suggestions for ways to reduce the number of vehicles on the road (figure 66). In total, 221 respondents commented generally that the number of vehicles on the road needed to reduce to improve air quality and congestion. The suggestion raised by the highest number of respondents in this section was for a park and ride; a total of 895 separate respondents suggested this. There were 111 respondents that suggested more pedestrian or vehicle-free areas to improve air quality. Other suggestions included: the encouragement of car sharing (78 respondents); the ban of certain vehicles from Southampton (70 respondents); the discouragement of parking in the city centre (55 respondents) and the promotion of the use of motorcycles as a smaller alternative vehicle (10 respondents).

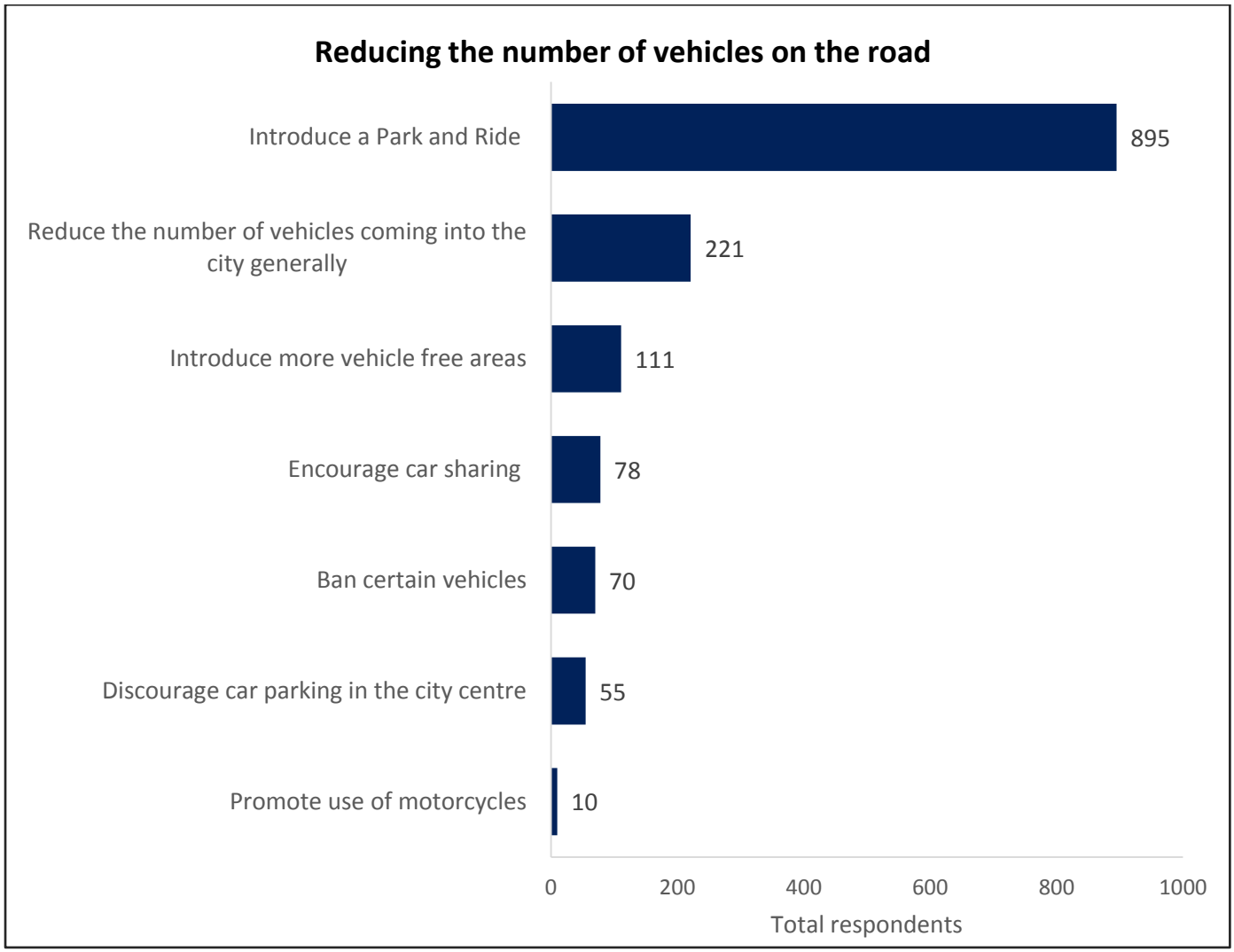


Figure 66

235. Suggestions regarding the introduction of a Park and Ride:

Suggested locations: Junctions 3,5,8 M27, M271, M37; Stoneham Way; Nursling, Redbridge; Swaythling; Bassett; Shoaling; old Ford site; Adnac Park; have one on east and one on west; shared with other local authorities ; Port side; Eastleigh exit; Swaythling.
Park and Ride could be used for: football fans (potentially compulsory); long stay parking for cruise passengers; shoppers; commuters to the city; city workers; people to park and then walk or cycle on from there.
Examples to follow: Winchester, Portsmouth, Salisbury.
Features of the Park and Ride: have own bus lanes; use electric vehicles to transport people; make it cheaper than inner-city car parks; make it convenient; membership scheme; route in the centre during working days.

236. Comments suggesting a reduction in the number of vehicles coming into the city generally:

Need to reduce the number of cars generally driving around the city: positive impact on air quality and health.
Reduce cars by: providing viable alternatives for vehicle use; having a disincentive for car use (particularly for short journeys); looking at the number of vehicles coming in for cruise ships, shopping, football matches, port, online shopping deliveries; further development of delivery and service plans.

237. Suggestions for introducing more vehicle-free areas:

Make more vehicles free pedestrian areas. Suggested locations: the city centre; Shirley high street; around above bar; civic centre; east street; high street; Bargate; ban just private cars from the city centre.
Exceptions to vehicle free areas: blue badge holders; businesses based within the vehicle-free area.
Car free days: Once a week or once a month; alternate plate number weekends.

238. Suggestions on how to encourage car sharing:

Ways to encourage car sharing: charge cars with one person in them; have car pool lanes or allow car sharers to use bus lanes; stigmatise not car sharing (like smoking has been stigmatised); discount parking for car sharers; discounts for Itchen bridge for multiple occupancy cars; create organised car sharing schemes; create app or website for people to organise car sharing.
Issues with idea: Certain jobs does not allow car sharing.

239. Suggestions for vehicles that should be banned:

Vehicles to be banned: all non-compliant vehicles; all vehicles except electric or hybrid ones; all HGVs; diesel vehicles; mopeds; diesel taxis; any vehicle below a certain emission standard; any commercial traffic below euro 6; all non-commercial traffic below euro 6; only allow certain number of vehicles per company in the city each day.

240. Comments and suggestions on discouraging car parking in the city centre:

Discourage car parking by: charging higher rates for parking (more expensive than public transport, apply to both council and private); having fewer car parks; reduce the availability of city parking for periods over 7 hours to target commuters; charge higher rates particularly for more than 6 hours; workplace parking levy (charge employers for the parking spaces they provide for employees in the city); charging for all residential parking; increase the charge for parking permits; Remove excess car parks and convert these brown field sites into affordable housing; the council getting rid of their own car parks; turning car parks into green spaces; charge the car parking companies high rates; encouraging people to use public transport, cycle, walk or car-share.

241. Suggestions on the promotion of motorcycles:

Encouragements to use motorcycles: Let them use bus lanes; provide free parking; remove road tax for motorcyclists.
Reasons to promote motorcycle use: Lower emissions; take up less space on roads; need less parking space; reduced congestion.

Reducing pollution caused from traffic problems

242. The following section of comment categories are all related to suggestions to reduce the emissions and air pollution from vehicles on the road (figure 67). There were 1008 separate suggestions to improve traffic problems and junctions to ease congestion and improve air quality. Respondents provided detailed examples of specific junctions and action that should be taken to improve it. There were 176 suggestions that vehicle idling needed to be reduced and a number of suggestions were provided on how to do it. There were a number of suggestions regarding things that can be a problem for traffic such as: businesses, developments and events (214 responses), schools (96 responses), road works (36 responses) and workplaces and offices (21 responses). In addition there were 41 responses in which they suggested that speed restrictions and fines would improve traffic flow. A further 8 respondents also provided suggestions regarding the population and population growth of Southampton.

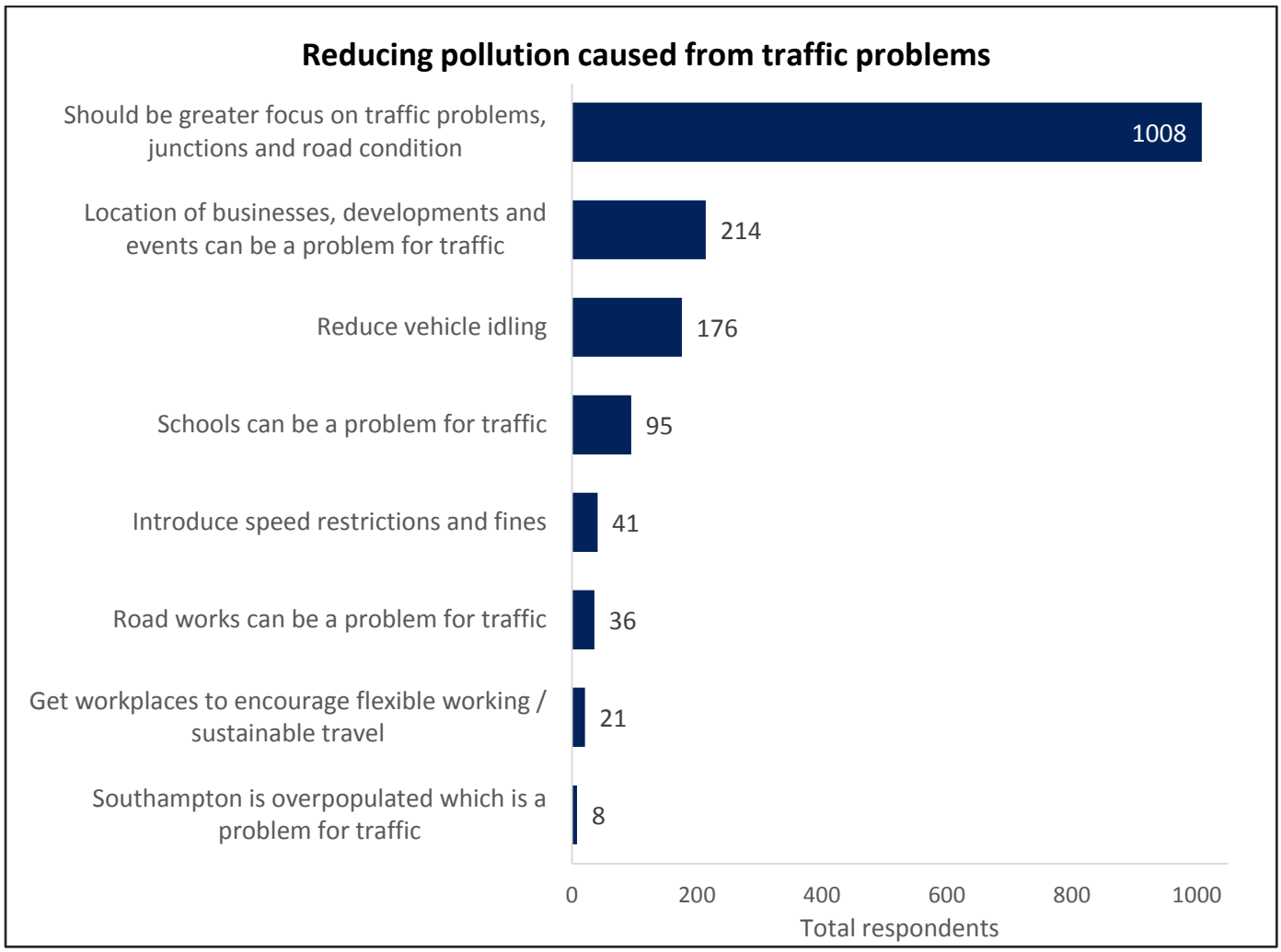


Figure 67

243. Comments and suggestions for traffic problems, junctions and road condition:

Sort out the traffic flow in the city to reduce idling; pollution; journey times
Suggestions on how to improve traffic flow generally; discourage the use of city centre as a through route; introduce primary and secondary routes like the 80s; removal of bus lanes that slow traffic down; allow traffic to move more freely; get rid of speed bumps; take out traffic calming measures; restrict cars parking on roads; keep ROMANSE manned and controlled 24/7; restrictions on delivery vans obstructing traffic; think carefully about blocking rat runs that cause a lot of traffic elsewhere; open up routes that are no longer available to motorists; alternative pedestrian crossings; discourage residential road rat runs; introduce smart technology systems; cameras to catch red-light jumpers; remove some speed restrictions; create lay-bys for buses; lane management systems; involve the public in transport planning; make the system better for the number of cars in the city now; deactivate pedestrian crossings when traffic quiet and people can cross safely on their own; control centre where the traffic lights can be controlled to deal better with periods of congestion; one-way system; limit junctions; reduce speed limits; Change traffic lights to zebra/pelican crossings; switched off at night (flashing amber as a cautionary warning to drivers); linking with the DOT to harmonize traffic flows to Eastleigh; increase speed restrictions; allow HGVs to use bus lanes to keep them moving; increase charge on Itchen Bridge; provide up to date traffic information on road signs; improve at common pinch points; traffic one way in the morning, the other in the evening; No HGVs on the roads in France until after 10pm on Sundays, not sure about Saturdays unless they are delivering fresh produce; Encourage employers to allow tele commuting or flexi-time; remove pinch points and chicanes; build a bridge from Hythe to Southampton; another river crossing built; cameras at traffic lights to enforce people behaving badly; cats eyes on the road; allowing cruise access to the Portside Highway which would enable the passenger experience to start much sooner as customers would be on Port Land and it would improve the journey time reliability of those accessing the site as well as relieving the local highway network; surface access plan to the Port for staff and visitors.
Suggestions specifically for traffic light junctions: turn off some traffic lights at night; have different sequences or timings depending on time of day; replace some traffic light junctions with roundabouts; introduce filter arrows for turning left or right; reduce the number of traffic light controlled junctions; reduce the number of pedestrian crossings (especially where close to another set of traffic lights); make it easier to report light sensors not working properly; All outbound roads to take a longer priority on time distribution at traffic light junctions; flashing/ non-flashing to indicate priority (e.g. USA); Traffic lights are turned off 2300 - 0600 daily & traffic is told to give way to all vehicles approaching from the right.
Specific roads / junctions in Southampton: route in to the docks; have a one way orbital road with exit points; have one way system through city centre; light sequencing around Itchen Bridge; make the car parks easier to access; Athelstan Road; Platforms Road; The Avenue (widen to incorporate two lanes); St Denys Road; Windhover roundabout; Bitterne Road, Northam Road, Itchen Bridge; Redbridge/Millbrook flyovers, Millbrook roundabout; Shirley high street, Winchester Rd, Burgess Rd, Portsmouth Rd, Victoria Road, Western approach, Hill Lane, Commercial Rd, Brunswick Rd, Woodmill bridge, Thornhill park Rd/Hinkler Rd, Stoneham Way, Thomas Lewis Way Junctions and widen to have two lanes; Bitterne triangle, St James Rd; Tebourba Way; Central Bridge; Abbotts Way; area around the hospitals; Archers Road, Wilton Avenue; Bullar road; Cobden Bridge; Priory Road; Milton Road; Channels Farm Road; eliminate right turns across busy roads (Bassett); junction at the end of Newcomb road and into Watts park; Regents Park Road / Millbrook Road on the Western Approach; close road through guildhall square past KFC.
Specific roads / junctions in New Forest: congestion around Lyndhurst; introduce a Lyndhurst by-pass; increase capacity of A31 through New Forest; widen A326 to dual carriageway; Totton bypass.
Motorway suggestions: improve M27 Junction 7; in favour of highways England M27 Scheme; open up M271 to 3 lanes as bottlenecks occur; extend dual carriageway.
Improve road conditions (pot holes; remove dust and debris).

244. Comments and suggestions on how to focus on traffic problems caused by the location of businesses, developments and events:

Businesses and developments contribute or will contribute to traffic and pollution problems. Examples: IKEA, Lidl distribution centre; St Marys Football stadium; WestQuay; new WestQuay development; housing developments in Woolston; warehouses in Old Redbridge; housing developments in Thornhill and the west of the city; Meriden Site development; port activity expansion; CostCo petrol station; building and development sites with portable generators that are bad for air quality; pollution created by off road vehicles used by businesses and the council like mowers, tree cutting tools, street cleaners etc.
Events contribute to traffic and pollution problems. Examples: Boat show, football matches, events at Mayflower park.
Relocate some businesses out of the city. Examples: IKEA, Metal waste depot in Millbrook; industrial estates that are near residential areas; St Marys football stadium; events.
Do not build any more of the following: student halls; polluting industries near residential areas; Houses in Multiple Occupancy; big new supermarkets; houses in already congested areas; houses in the New Forest
Implement restrictions: ensure new developments plant more greenery; new developments use renewable sources of energy; developments not built on greenbelt land; restrictions on where, when and how developers can build; the potential pollution created should be assessed when seeking planning permission; plans should be made on how to deal with any increases in traffic as a result of the development; investment from developers towards public infrastructure; restrict the amount of development in the city centre; charge the vehicles involved in building the developments; consider the increase in movement across the river pinch points; charge higher business rates (e.g. IKEA); discount business rates for green companies charge businesses for their customer parking; include relevant facilities in residential developments such as shops, schools so people not forced to drive elsewhere; high rise buildings reduce airflow at ground level and keep the emissions there; Superstores should not be allowed in city centre; support developments and businesses making the effort to be greener, build new shops and shopping centres out of town; number of events taking place at any one time

245. Comments and suggestions on how to focus on pollution caused by vehicle idling:

Reduce vehicle idling to reduce the amount of emissions to improve air quality: idling is a significant contributor to pollution.
Situations when vehicles are idling: taxis in taxi ranks; HGVs waiting to go in to the port; cars waiting outside school during the school run; buses at bus stops; buses at the start or end of routes waiting; delivery vehicles; railway crossings; vans idling at businesses; coaches outside St Marys; motorbike event every Thursday in the city; Supermarket van deliveries; ships in port.
Suggestions on how to reduce idling: more education about the emissions from idling to encourage drivers to switch off their engines; introduce fines for idling vehicles; wardens to ask people to switch their engines off at junctions or in heavily congested areas; enforcement around schools or places of work; city wide no idling campaign; if far enough back in a queue all vehicles should have to switch their engines off; incentives for cars with stop/start; ways to report vehicles that you see idling; employers to provide taxi and bus drivers with extra thermals so they don't have to sit with engine on for warmth.

246. Comments and suggestions on how to focus on traffic problems caused by Schools' traffic:

Suggestions to reduce traffic around schools: stagger school opening and closing times around city to stagger journey times and reduce traffic; children should go to schools close enough to walk/cycle to, not the school that is miles away but a better one; shut roads around schools during pick up and drop off time to promote walking and reduce cars and pollution they emit around schools; monitor and fine idlers outside schools; get schools to promote my journey; get schools to encourage car sharing; get schools to promote active travel; consider more school buses; clean transport for their very large catchment; not be allowed such a wide catchment; review school catchment areas to ensure any child can walk to their school; consider free school transport to discourage car use.

247. Suggestions on the introduction of speed restrictions and fines:

Suggested speed restrictions: 30mph on The Avenue; Reduce all 50mph limits to 40mph limits across the city; Maximum speed limits of 20-25mph.

248. Comments and suggestions on how to focus on traffic problems caused by Road works:

Road works can cause problems for traffic: in particular if happening in multiple places across the city
Reduce the impact of road works by: scheduling the road works at more appropriate times; having more workers on site to get it done quicker; fine companies that leave traffic restrictions in place for days even when work is completed; get all services to carry out work simultaneously such as gas, water, electric, road maintenance; complete the work faster; being more careful about diversion routes if it causes lots of pollution in residential areas.
Examples of problem causing road works: Stoneham way / lane.

249. Suggestions on how to get workplaces to encourage flexible working and sustainable travel:

Suggestions to alleviate traffic: more flexible working and working from home; incentives to walk, cycle or use public transport; workplace parking levy; companies to employ more local people to reduce commuting; car sharing schemes; compulsory car sharing; Stagger work start and finish times to stagger journeys across city.

250. Comments about Southampton being overpopulated which is a problem for traffic:

The population keeps growing which increase the pollution levels
Limit the population by not building any more homes

Restrictions on Heavy Goods Vehicle traffic

251. There were four categories of comments and suggestions on how to reduce or control the volume of Heavy Goods Vehicle traffic (Figure 68). A total of 190 respondents suggested that there should be routes or lanes specifically for HGVs to move them to their destination quicker and also that HGVs should be banned altogether from certain routes. A further 117 respondents felt that much more freight should be moved by rail, particularly

to and from the docks. There were a total of 60 respondents that felt that travel of HGVs should be restricted to certain times of day to avoid peak times for other traffic. A total of 58 responses felt that there should be distribution centres outside of the boundary to consolidate and transport goods onwards.

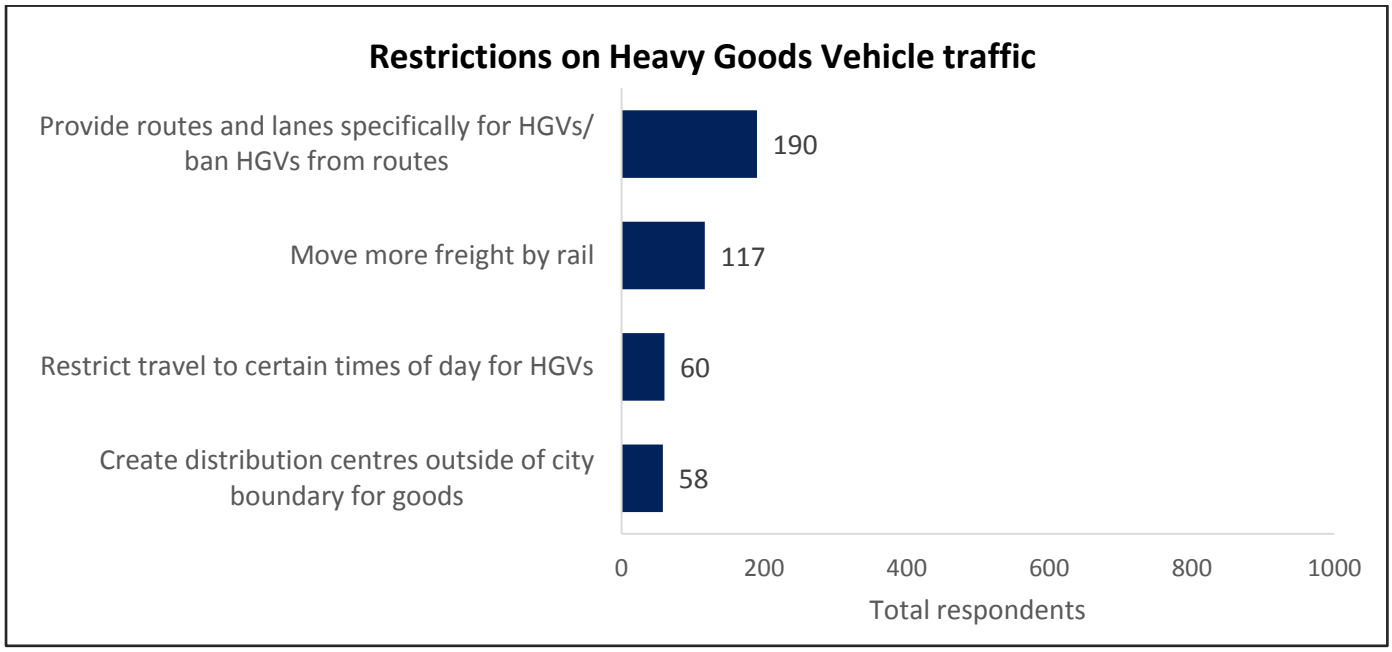


Figure 68

252. Suggestions on providing routes and lanes specifically for HGVs and the ban HGVs from routes:

Suggested routes to ban or restrict access to: Bassett Avenue from Chilworth Roundabout; The Avenue; Winchester Road; Bassett Avenue; Bitterne Road/A3024; restrict access to city centre; restrict access to all residential areas; ban routes past schools; Redbridge; don't use any local roads, go straight onto motorway; enforce ban on HGVs using routes that are weight limit restricted like Bitterne Road East.
Suggestions for routes and lanes specifically for HGVs and port traffic: Tunnel from Southampton to Marchwood; flyover from M271 straight into docks; new dock gate straight off M271; make certain routes discounted or exempt from charges for HGVs to encourage them to use this route; allow HGVs to use bus lanes; enforce HGVs using specific routes with cameras; make port traffic go on M271 to get to dock; make port traffic, including cruise ship passengers, drive through docks to dock gate 20 before joining main traffic to when leaving Southampton to alleviate traffic on West Quay Road.

253. Suggestions on moving more freight by rail:

Moving more freight by rail would reduce the number of vehicles coming into the city. Examples: move all containers in or out of the port by rail to distribution centres outside the city or further afield; move all supplies for ships in by rail.
Suggestions: Improve the rail link to the port; Should incentivise the use of rail so that road haulage costs more comparatively; reinstate rail freight subsidies; lengthen freight trains; a local scheme, specifically aimed at modal shift to rail would underpin the future viability of services such as Southampton to the Midlands (78,000 containers a year) and to Wales (28,000 containers a year).

254. Suggestions on restricting travel to certain times of day for HGVs:

When can HGVs travel and unload: night time, quieter times; relaxing freight regulations to allow 24-hour delivery for CAZ compliant vehicles.
When can HGVS not travel or unload: 7am until 7pm; weekends; out of peak times
Suggestions on encourage or dissuade HGVs from travelling or loading at certain times of day: offer times of day when charge applied; any HGV travelling or loading outside set hours is charged.

255. Create distribution centres outside of city boundary for goods:

Suggestions for how the distributions would work: Goods or people would be moved into the city by electric vehicles, hydrogen vehicles, smaller vehicles, trains, bikes for small deliveries; HGVs could wait there until their time slot to come into the city; HGVs to wait there until non-peak time; provides overnight parking for HGVs; use of the distribution centres could be incentivised; consolidation centre.
Vehicles that should use the distribution centres: Non-compliant vehicles; not local HGVs; cruise ship staff or passengers; container transfer.
Suggested locations: sited next to the motorway, with dedicated entry/exit lanes, and utilise existing rail links (Romsey, London or Portsmouth routes); Nursling.

Environmentally friendly vehicle options

256. The following group of categories are related to more environmentally friendly vehicles or alternatives (figure 69). In total 295 respondents provided suggestions that there should be incentives or encouragement to get people and businesses to upgrade their vehicles. 293 respondents specifically felt that electric vehicles should be encouraged and that the relevant charging infrastructure should be put in place. Comparatively, 137 respondents disagreed with the encouragement of electric vehicles due to the cost of purchasing them and environmental impact of batteries. There were 37 suggestions for alternative fuels that could be used for vehicles and that should be encouraged. There were also suggestions to make certain groups of vehicles electric, hybrid or more environmentally friendly such as council vehicles (36 responses) and taxis (34 responses). 14 respondents felt that vehicle manufacturers should aim to reduce emissions from their new vehicles and 5 respondents felt that there should be more routine emissions testing.

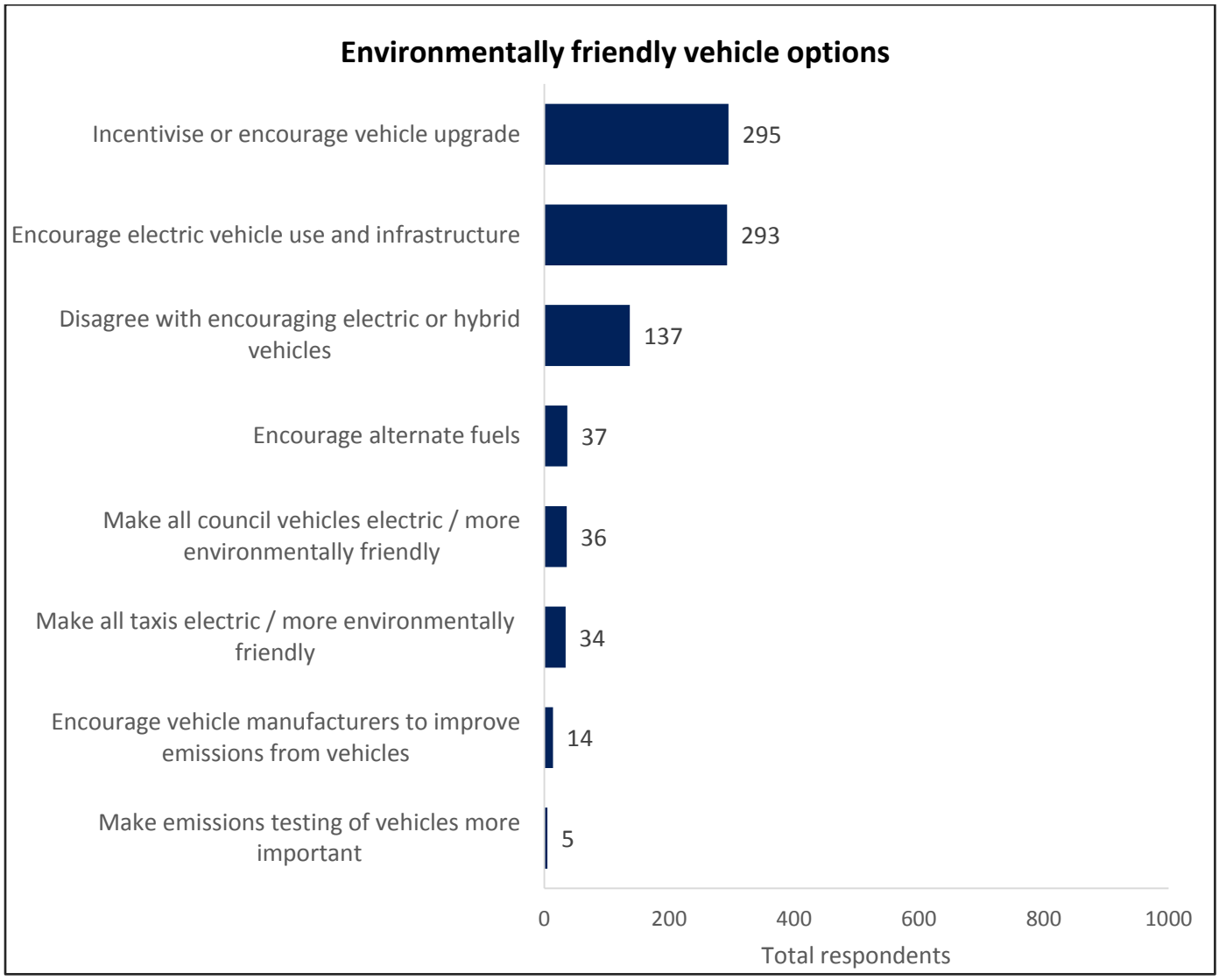


Figure 69

257. Incentives or encouragements for vehicle upgrade:

Incentivise/encourage vehicle upgrade for: private cars; emergency vehicles; coaches; trucks; ice cream vans; the NHS; incentive and encourage people to buy smaller cars that are less polluting; diesel as it is a more efficient fuel.
Suggestions of incentives to upgrade vehicle: make it more affordable; free parking for low emission vehicles; scrappage or trade in schemes, including diesel scrappage schemes; free cinema tickets or coffee for upgrading; government help to pay for new low emissions cars; reduced licence fee for taxis driving low emission vehicles; no toll road costs for low emission vehicles; work with car dealerships to come up with ways to incentivise the purchasing of low emission vehicles; incentive scheme for businesses to replace vehicles; incentives scheme for HGVs; grants to help low income households to get a cleaner car; encourage upgrades but don't scrap perfectly useable cars just to upgrade to newer greener one.

258. Encouragements for electric vehicle use and infrastructure:

Suggestions for electric vehicle charging points: provide free electric vehicle charging points; make electric vehicle charging system universal with one system to pay and use; improve current electric vehicle charging system; have charging points in supermarket car parks; having charging points in staff car parks; charging points for terraced housing; charging points for flat blocks; charging points for housing; charging points should get energy from renewable sources; enough charging points for multiple vehicles to be charging overnight; make sure grid has capacity for charging private company electric vehicles.
Suggestions for incentives to get electric vehicles: discount or free parking for electric vehicles; electric vehicles allowed to use bus lanes; council tax discounts for electric vehicle owners; make electric vehicles more affordable for all through incentives and funding; provide incentives specifically for low income households; incentivise the use of other electric vehicles like electric bikes and scooters; encourage and incentivise workplaces moving to electric or hybrid company cars; require all LGVs in the zone to be electric.
Suggestions for providing more electric vehicle infrastructure: central government should support the setup of the electric car industry/infrastructure; bring in national legislation to allow use of electric scooters, electric skateboards and other 'personal electric vehicles' on cycle routes; make all police cars electric; make airport vehicles electric; fine cars parked in electric charging spots; electric push bikes to make local deliveries with a centrally located place for deliveries to load up.
Suggestions for encouraging hybrid vehicle use: encourage hybrid vehicle as they do not require charging points: allow hybrid vehicles to be exempt from Itchen toll bridge; discounted parking for hybrid vehicles.

259. Disagreements with encouraging electric or hybrid vehicles:

Reasons for disagreeing with encouraging electric or hybrid vehicles: not enough electric vehicle owners to make it worth extending the electric charging infrastructure; electric car batteries only work for a limited time and are then expensive and difficult to dispose of; the energy for electric or hybrid vehicles still has to be produced somewhere; an increase in electric vehicles would put an increasing demand on the national grid, which will cause pollution from power stations; electric vehicles are unaffordable for the majority of people; those who can afford electric vehicles don't need incentives, discounts or tax breaks and it won't allow more people to buy electric cars just make it easier for the already wealthy; it will cost more environmentally to dispose of old vehicles that are being replaced by electric vehicles to be worth upgrading to an electric car; electric vehicles are more environmentally damaging to produce than current cars so the overall impact on the environment is actually worse; disagree with scrapping working cars to upgrade to a greener car, cars should be used to their working end; electric vehicles are not advanced enough to use on a mass scale; electric vehicles are not advanced enough to replace HGVs; the tax payer will end up paying for the electric vehicle infrastructure; particulate matter is still emitted by electric vehicles and so they still contribute to bad air quality; the cost of electric vehicles and the infrastructure for them is not worth the benefits; on-road charging sounds dangerous for pedestrians; electric buses will be not better for environment than current diesel buses; a waste to have electric taxis as they won't use them and don't want to waste time charging their car.

260. Suggestions for alternative fuels:

Specific examples of alternative fuels to consider: Bio-diesel, Hydrogen, Clean diesel, Biomethane, LNG, CNG, Liquefied Petroleum Gas (LPG) - successful project on taxis in Birmingham, vegetable oil, anything other than carbon fuels.

261. Comments on making all council vehicles electric / more environmentally friendly:

Make council vehicles electric: Lead by example, Implement a cleaner city policy when it comes to their own vehicles, set a deadline for this to happen by
Examples: refuse trucks
Make the council journeys more efficient and track and monitor use

262. Suggestions for making all taxis electric / more environmentally friendly:

Make all taxis electric or more environmentally friendly: Set a deadline, make taxis upgrade vehicles when renewing licences, new taxis should only be electric or hybrid, phase out old taxis, bulk buy new taxis and offer deal to drivers; provide a discount on electric or hybrid taxis; provide free charging points for taxis in ranks.

263. Encourage vehicle manufacturers to improve emissions from vehicles:

Vehicle manufacturers to improve emissions on new vehicles
Make low emission cars more affordable

264. Make emissions testing of vehicles more important:

Use MOTs to test emissions of cars on a regular basis
Do random spot checks of emissions levels on cars
Test vehicles for see if they are meeting emissions standards

Improved air quality monitoring and awareness

265. There were two categories of comments related to air quality monitoring and public awareness of air quality as an issue. A total of 109 respondents suggested that there needed to be improved air quality monitoring and live accessible data for the public. There were also 89 suggestions that there needed to be wider education and awareness raising of air quality levels, impacts and ways to improve it.

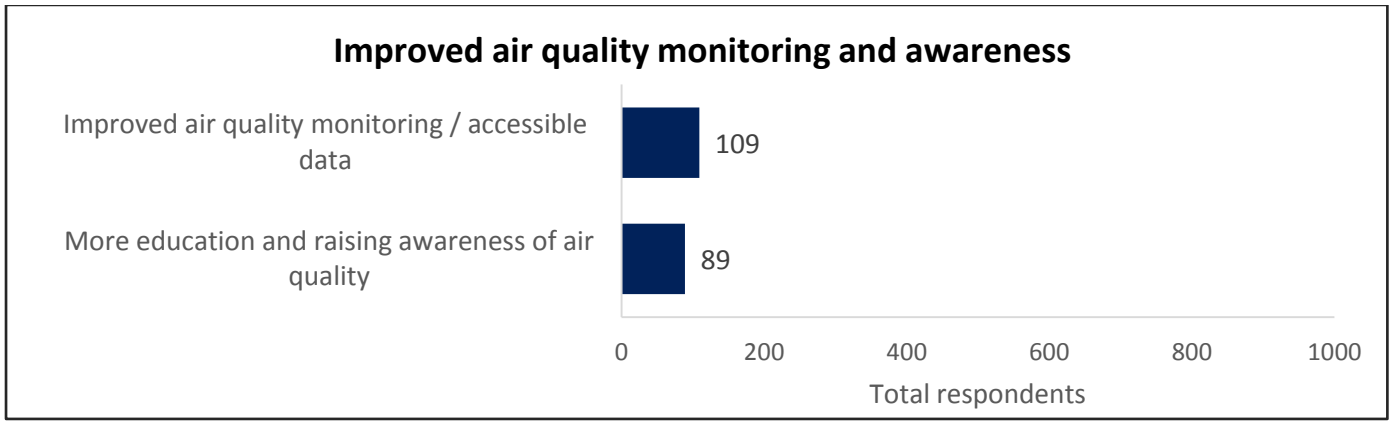


Figure 70

266. Improvement suggestion for air quality monitoring and having accessible data:

Suggestions for monitoring stations: Osborne Bay; Bassett Green; on lampposts throughout the city; make sure monitoring stations are working and maintained; don't close any monitoring stations; consider carefully where you put monitoring stations (e.g. not next to traffic lights); get citizens to take responsibility for local monitoring stations.
Suggestions of things to monitor: congested areas; port pollution; deaths within the Clean Air Zone due to or exacerbated by poor air quality; air pollution monitoring broken down by land sea and air; monitor change in air quality over time once Clean Air Zone is introduced to monitor their effectiveness; monitor economy, public health and health expenditure following introduction of Clean Air Zone; monitor whole zone and compare it to monitoring of other areas; monitor surrounding area to see if pollution is moving instead of being reduced.
Suggestions for providing accessible and/or live data: ensure all data is public; display current air quality on traffic signs; pollution monitors which allow people to see readings; publicise results of air quality monitoring over time; provide air quality information in daily weather forecasts; advertise data on billboards and progress towards targets.

267. Suggestions for more education and raising awareness of air quality:

What to education and raise awareness of: the impacts on health of poor air quality such as mortality rate from respiratory diseases; the benefits and need to have a Clean Air Zone; that the amount of pollution you are exposed to in your bad is as bad as being a pedestrian/cyclist; information about the breakdown of air pollution sources to allow people to see the impact of road traffic; impact of online shopping on the environment; promote right information about the Clean Air Zone to avoid scaremongering; educate on the decision that will be made; on progress city is making in lowering pollution; continue to keep public up to date on air quality in city; negative impacts of bad air quality in the city; how Southampton compares to other places; making sure people are aware of the environmental impact of the production, consumption and disposal of the products they use.
Where and who to educate and raise awareness: in schools; provide information in doctors surgeries, churches, social and sports facilities, entertainment venues and theatres; in newspapers; have low emissions signage around the city; promote Clean Air Zone across Hampshire.

Itchen Bridge suggestions:

268. There were three categories of comments related to the Itchen Bridge (figure 71). A total of 69 respondents provided suggestions as to vehicles that should have their charges removed or reduced. There were 30 respondents who disagreed with exempting electric vehicles for Itchen Bridge charges. A further 3 respondents provided other suggestions regarding the Itchen Bridge.

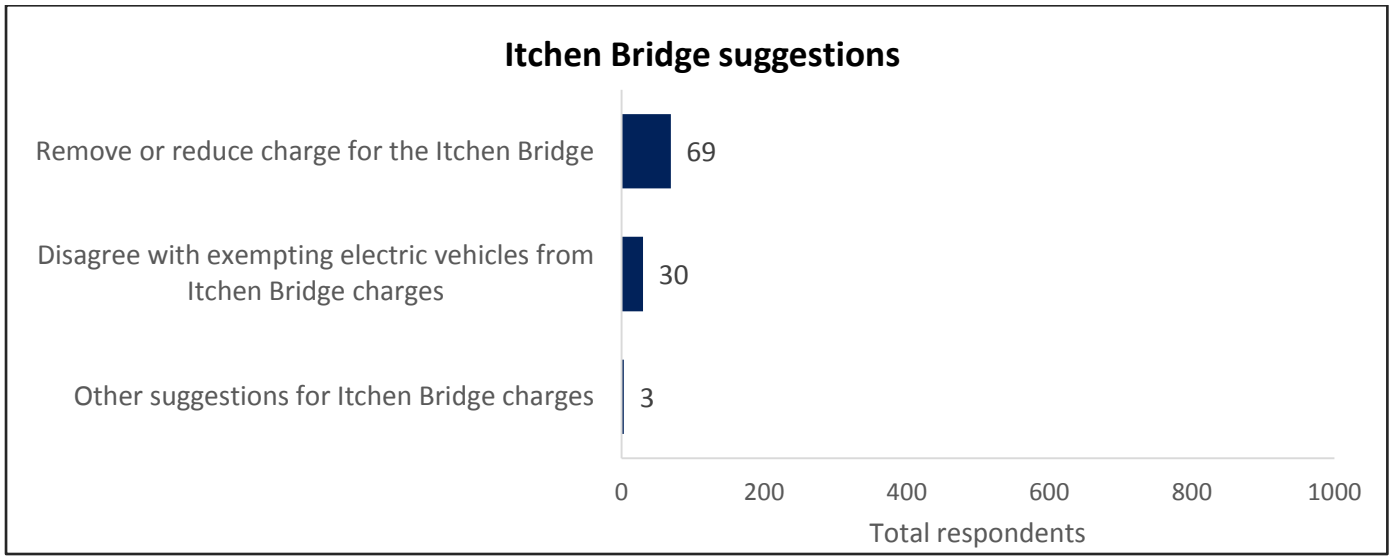


Figure 71

269. Remove or reduce charge for the Itchen Bridge suggestions:

Reduce or remove the charge for: Local delivery vans; peak times; match days; electric vehicles; hybrid vehicles; Woolston residents; any vehicle or fuel with low emissions, coaches, HGVs.
Reasons to reduce or remove charge: To reduce traffic congestion it causes; So people can afford to work in the city centre, to stop vehicles re-routing miles out of their way; use charges from Clean Air Zone to pay for bridge.

270. Disagreements with exempting electric vehicles from Itchen Bridge charges:

Reasons for disagreement: The charge is towards maintenance of the bridge and electric vehicles will contribute to wear and tear; This won't make a difference to traffic; Electric vehicles are more expensive so owned by people who have more money and can afford the charges; Just adds electric vehicles to the queues.
Suggestions: no vehicles should be except for toll bridge charges; should exempt all Low Emission Vehicles or none at all.

271. Other suggestions for Itchen Bridge charges:

Itchen bridge charges should be based upon taxation class
Update Itchen bridge technology so cars don't have to stop to pay
Charge cyclists to use the Itchen Bridge to raise additional revenue

Other environmentally friendly activities

272. The final group of categories was related to other environmentally friendly things that could be done to improve air quality (figure 72). The suggestion to plant more trees and encourage green spaces was raised by 170 respondents. In addition 53 respondents suggested that more effort should be put into recycling, re-use and the introduction of greener energy sources such as solar panels. A further 7 respondents suggested the introduction of technology that could clean the air itself.

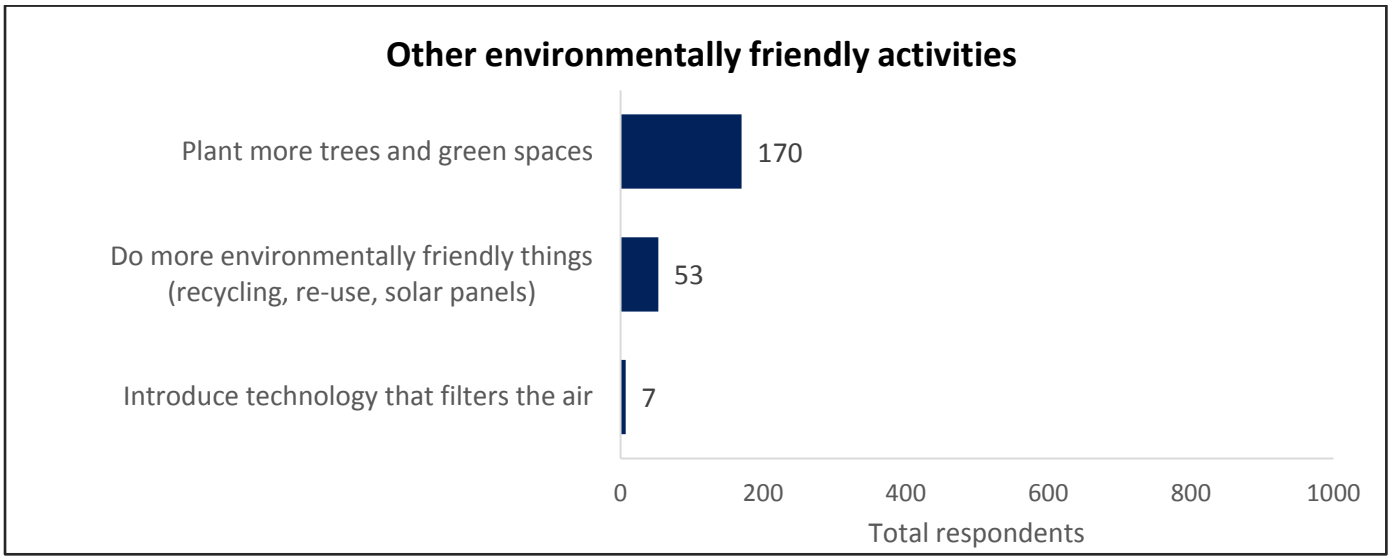


Figure 72

273. Plant more trees and green spaces:

Where to plant more trees or have urban greening and green spaces: along roadside; in carparks; in urban areas; along Millbrook bypass; on roofs; in new developments; in offices; in and around homes; plant up walls ("green walls") with pollution absorbing plants along main roads.
Suggestions for planting more tree, encouraging green spaces and urban greening: do a sponsored tree planting project; involve children in planting; plant more silver birches because they absorb pollution; plant trees that are more environmentally friendly; encourage households to plant more; give grants for foliage to be built on flat roofs and sideways like bridges and buildings; developers should have to plant a certain amount of greenery in their schemes.

274. Do more environmentally friendly things (recycling, re-use, solar panels):

Suggestions of environmentally friendly things to do: install wind turbines; switch off lights in city centre; renewable energy sources; solar farms on tops of car parks and as shelters in parks; reduce energy use for example by using motion sensor lights; recycle more; cut down on packaging so there are less HGV journeys; support businesses with environmentally friendly practices; put a tax on single use plastics or ban them; put a tax on meat; put solar panels on council properties and buildings; CitizEn buy brownfield sites to make into solar farms; Grid stabilisation to reduce the demand on fossil fuels. Implement energy storage schemes, primarily for reducing peak demand and paving the way for normalisation of green energy sources.

275. Introduce technology that filters the air:

Technology to clean air: Filters to clean the air; technology to clean the air; Mexico City reduced their nitrogen dioxide by installing photo-catalytic titanium dioxide panels on their city architecture; Challenge tech industry to come up with something innovative to help solve the problem.

Other comments on additional activity to improve air quality

276. Other additional activity disagreements or suggestions that was not included within other categories:

Encourage people to wear masks (Cyclists, pregnant mothers)
Disagree with making distribution centres outside of boundary as double handling material costs may not make it feasible
Clean up areas that have suffered from poor air pollution (including heritage sites)
Have more shops, schools, banks, post offices in residential areas so people can get there on foot
Don't waste money on marketing and raising awareness - fix the issues!
Health checks for people living in most polluted areas
Monitor health of own council workers who are out on the roads most of the day
it would be easier to relocate those with health issues to where there health needs are met than stay where their health is negatively impacted
Businesses, social groups, organisations and politicians and even individuals have a moral duty/obligation to not adversely affect the health and wellbeing of its stakeholders or communities it is part of or the environment surrounding it.
The council should pay the cost of retrofitting vehicles to be compliant
Fine people who park on pavements or roadside
Create a joined up local transport plan for Southampton
Share info and involve large companies that can make big change
Ships are not as polluting as people think they are - International Maritime Organisation have strict rules on ship machinery and fuel. Ship engines are quite efficient now and not at dock for that long
Have more incentives as opposed to penalties to encourage behaviour change
Engage community/sustainability groups
Make Southampton a city to be proud of, to live in and work in
Create a way to report high polluting vehicles
Penalise companies making no effort and not charge those making efforts to change
Car hire schemes implemented and encouraged, preferably with low emission cars
Tourist tax for New Forest
Hose down streets in hot weather as diesel fumes hover closer to ground in hot weather and so are more easily breathed in.
Need all council departments to work together towards clean air including education, employment, housing, transport and health etc.
High levels of pollution have been measured on land owned by Highways England. Should work with them to use their money and funding to this purpose of improving air quality.
Use rivers to transport goods
Monitor and make council journeys more efficient when using council vans etc.

Petrol and diesel treatment suggestions: more local fuel providers to provide this option; educate and encourage use of treatments to improve emissions
Student related suggestions: Limit the number of vehicles allowed by students using the universities to encourage public transport and cycle use; get university to charge students bringing cars to university halls; charge students council tax instead of charging motorists
Improve car parks and residential parking (more of them, make them cheaper) to stop people driving endlessly trying to find a space
Limit the number of vehicles allowed by one household
Reduce the number of taxis in the city
Only relicense taxis that meet euro VI standard from 2019
Do not suggest Old Redbridge/Nursling as a distribution Hub.

Public engagements, meetings and verbal feedback

277. In total there were 37 separate public engagement events to support the consultation process. The range of engagements are outlined below:
- One large scale event
- Eight drop-ins
- Five stakeholder meetings
- 22 presentations with questions and answers
- One short progress update

278. In total around 1,000 people engaged with this programme of events. The main purpose of these events was to explain the proposals, answer questions and signpost people towards the questionnaire as the main route for consultation feedback.

279. During the course of these events some feedback was gathered and the main themes were:
- Greater need for air quality monitoring
- Improved public transport options is needed
- In some areas there are too many busses which does not help
- The motorways need to be included within the zone
- The port is a major part of the problem and should be part of the solution including support for infrastructure
- There needs to be support for small businesses
- LGVs are a large polluter and need to be included
- There is a need for more education on air quality issues
- Improving traffic flow is important

280. Many of these topics will have also been raised though other channels as a part of the consultation but in the interest of transparency they have also been summarised here.

Petitions

281. In addition to the consultation process, a written petition was also received. As the combined total of all the petitions was fewer than 1,500 signatories, it will trigger no further action.

282. The petition of 14 signatories was received from Friends of the Earth asking for a Clean Air Zone which charges all types of vehicles.

Feedback on the consultation process

283. Southampton City Council are committed to make the whole consultation process as transparent and fair as possible. As a part of this commitment, any feedback on the consultation process itself received during the course of the consultation is gathered together here.

284. Overall, out of the 9,299 people or organisations who took part in the consultation, 461 commented on the consultation process itself, representing less than 5% of all responses. The feedback on the consultation process was evenly spread across the different routes for feedback.

285. The consultation feedback included comments on the whole process, the timing of the consultation, how the consultation was promoted, the questionnaire and the information supporting the consultation. The comments on the consultation can be broken down into two broad groups, general comments and comments suggesting that more information is needed.

286. The main themes of comments on general consultation feedback are as follows:
- There needed to be more promotion and engagement on the consultation
- The need for further consultation
- That the consultation was biased towards the preferred option
- The consultation was too focused on one issue, the council's preferred option rather than the wider issues relating to Air Quality
- Inconsistencies in the information provided
- Other specific comments

287. The main themes of comments on the need for more information are as follows:
- More information about the current situation
- More detailed information about pollution
- More detailed information about what the scheme would look like and how it would work
- More information about what other organisations are doing about clean air

288. The following paragraphs respond to the main areas of feedback on the consultation process.

289. The consultation ran for twelve weeks, as this report has already shown in paragraph 21 onwards that extensive communications ran for the duration of the consultation through a wide range of channels. This is backed up by the response rate to this consultation being the highest of any in recent years.

290. There may be further engagement and consultation on details that could be agreed in the future, however there has been significant engagement through this consultation which has provided direction for a range of air quality initiatives.

291. The questionnaire was developed to ensure all views could be captured on a range of areas relating to the proposed Clean Air Zone. All questions that sought to ascertain the level of agreement with a proposal or approach contained a balanced scale. Figure xx shows an example of this type of question, there are two degrees

of agreement, two degrees of disagreement and a neutral centre point. Therefore questions cannot be seen to force consultees in any direction.

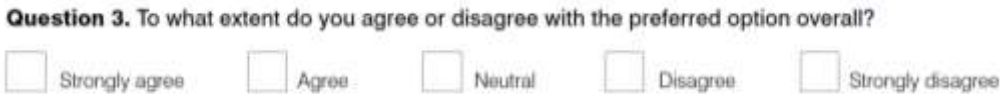


Figure 73

292. It is also important to note that the consultation is a way of gathering feedback on proposals and that is one factor which feeds into the democratic decision making process. The fruits of the consultation have been clearly detailed in this report, which will go to all the decision makers prior to making the final decision.

293. While there is a need for consultation to be focussed around a proposal, the questionnaire also allowed room for respondents to provide other feedback, comments or alternatives. This is demonstrated through the detailed analysis of all of these comments included within this report.

294. A significant amount of information was made available to consultees throughout the consultation and in addition there were a wide range of events for consultees to ask questions on specific issues.

Conclusion

295. Southampton City Council and New Forest District Council sought views on proposals for a Clean Air Zone in Southampton. The consultation ran for 12 weeks from 21 June 2018 to 13 September 2018.

296. As this report has demonstrated the consultation was extensively promoted throughout the period leading to high levels of engagement.

297. In total, there were 9,309 responses to consultation. Of this, 7,803 responded to the consultation questionnaire and a further 1,506 submissions were made via emails, letters and social media comments. This means that the Clean Air Consultation has the highest response rate of any consultation in recent years.

298. All questionnaire results have been analysed and presented in graphs within the report. In addition all written responses to the consultation were read and comments assigned to one of 132 categories based upon similar sentiment or theme and descriptions have been provided of each category within the report.

299. In conclusion, this consultation allows Cabinet to understand the views of residents and stakeholders on the proposals that have been consulted on. It represents the best possible summary and categorisation of all the feedback received through the consultation period. Therefore it provides a sound base alongside the other information which will also inform the final recommendation to central government.