

## Appendix 2: Bradford on Avon





## Introduction

Bradford on Avon community area has a total land area of 59.2 km<sup>2</sup> made up of a mix of urban and rural countryside in the west of the county of Wiltshire. It is focused on the one main settlement, the ancient market town of Bradford on Avon. The town of Bradford on Avon is bisected by the river Avon its name derived from the “broad ford” which is still in evidence next to the town’s medieval bridge.

The current town is characteristic of many market towns in Wiltshire which had their heyday during the 16th century with the booming woollen trade, with a series of old woollen mills dotted along the river overseen by rows of weaver’s cottages on the hill above the town. The Kennet and Avon canal passes through the Area alongside the Barton Farm Country Park popular with locals and visitors alike.

Today the population of the community area is 17,430 (mid-year 2010) of which around 9,150 live in the town. It has its own railway station with main line connections to London Waterloo, Bath & Bristol. The town centre does, however, suffer from traffic congestion and poor air quality, a result of its narrow streets and single bridge across the river. The town has therefore been subject to a number of transport studies and air quality management plans. In the summer the area attracts many tourists especially day trippers from Bath which further adds to the area’s traffic problems.



There is one AQMA in Bradford on Avon declared for exceedence of the annual mean objective for nitrogen dioxide and small particulates (PM<sub>10</sub>). The area covers the main roads in the centre of the town,

An [Action Plan](#) was drawn up by West Wiltshire District Council in 2005, however the impact has been limited and a number of proposed major road schemes were not implemented. The levels of nitrogen dioxide have remained fairly static over the years within the town except for Masons Lane where the levels have been increasing since 2007. Monitoring results can be found in the [Progress and Updating and Screening Assessment](#) reports prepared for DEFRA annually.

It is now appropriate to identify further measures, and if necessary re-visit suggested schemes, to secure the air quality objectives.

The source of the exceedence in Bradford on Avon is exhaust emissions from traffic. It therefore follows that in order to achieve the objective changes to the level of emissions from vehicles must be brought about. This may be by changes in technology that reduce individual vehicle emissions, however nationally this has been countered by increases in vehicle numbers. We have looked at measures that encourage;



- a modal shift
- fewer drivers to enter the town centre
- more sustainable forms of transport
- innovative ideas aimed at reducing nitrogen dioxide levels within the atmosphere, rather than dealing with the source (traffic).

whilst protecting and enhancing economic activity and ease of access to the town.

Motor vehicles are, however, one element in a larger picture and a number of inseparable and inter-related strategies and tools will have to be deployed in order to achieve this; some of these will impact air quality but are driven by other influences. It will therefore be necessary to work within these frameworks to ensure air quality considerations are recognised and built in to them so they achieve mutually beneficial outcomes.

- Emerging Wiltshire Core Strategy
- Local Transport Plan 3
- Historic Core Zone
- Community Action planning initiatives (Bradford on Avon Air Quality Alliance)

### **Wiltshire Core Strategy**

The Wiltshire Core Strategy Submission Document was formally approved for publication by Wiltshire Council on 26 June 2012. Following this decision Wiltshire Council submitted the Wiltshire Core Strategy to the Planning Inspectorate on 10 July 2012 for the purpose of initiating an independent public examination. Since submitting the Wiltshire Core Strategy to the Planning Inspectorate a further focused consultation has been undertaken.

- As part of the air quality work Wiltshire Council have included a core policy on air quality (core policy 55).
- The Wiltshire Core Strategy includes proposals for the future development of Bradford on Avon, including a core strategic site at Kingston Farm. This comprises of 670 new homes in the BoA Community Area, with 510 dwellings occurring within the town over the period 2006 – 2026.

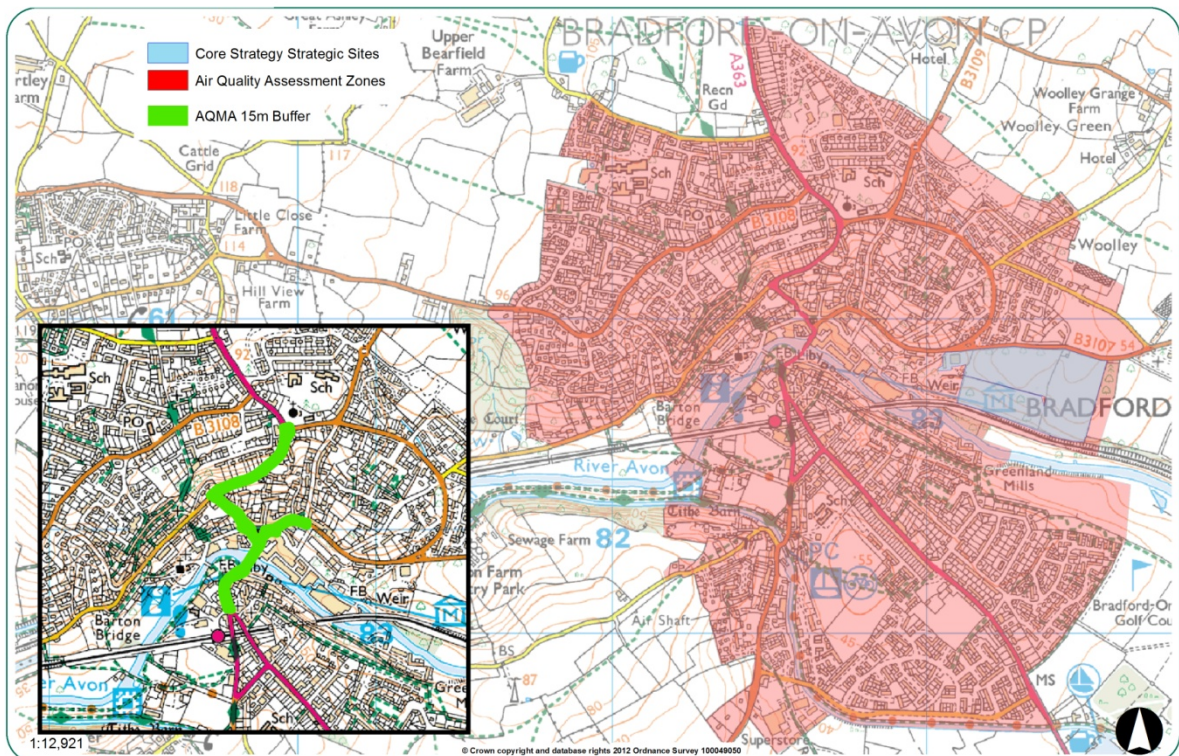


Delivery of Housing 2006 – 2026 Bradford on Avon

| Area                  | Requirement 2006-26 | Housing already provided for |                          | Housing to be identified |                            |
|-----------------------|---------------------|------------------------------|--------------------------|--------------------------|----------------------------|
|                       |                     | Completions 2006-11          | Specific permitted sites | Strategic sites          | Remainder to be identified |
| Bradford on Avon town | 510                 | 170                          | 160                      | 150                      | 30                         |
| Remainder             | 160                 | 75                           | 20                       | 0                        | 65                         |
| Community Area total  | 670                 | 245                          | 180                      | 150                      | 95                         |

2 – 3 hectares of employment land has also been identified to the east of Bradford on Avon on land at Kingston Farm for strategic growth.

With regard to the AQAP, one of our concerns is with development in Bradford on Avon and this is reflected in zones attached to Wiltshire’s Draft Air Quality Supplementary Planning Guidance.





## Bradford on Avon Air Quality Alliance

In 2012 meetings were held in Bradford on Avon to re-establish an air quality action plan group with a view to updating the old WWDC Action Plan into the Wiltshire Air Quality Action Plan. The newly formed group were also tasked with producing a community air quality action plan for the town. Membership is a mix of local councillors, residents and interested parties. The work currently being undertaken by the group can be accessed via the council website. Details of minutes, presentations and other useful information are provided on the [community involvement](#) webpage.

The Alliance has the following goals:

- To be a 'Clean Air Town' by 2020
- Legal air quality by 2015
- Set up the necessary structures to reach the medium and long term goals

As a result of these aspirations the Bradford on Avon Air Quality Alliance was formed with the ratification from the Area Board and Town Council. The Alliance was formally launched on 1<sup>st</sup> February 2013 by Maggie Rae, Corporate Director, Wiltshire Council.

Details of their community action plan and work undertaken by Bradford on Avon's Air Quality Alliance can be found below.

## Local Transport Strategy

No separate town transport strategy exists for the town.

## Historic Core Zone

In 2008, a Community Area initiative "Priority for People" began in Bradford on Avon (BoA). A core stakeholder group, consisting of elected Parish and Town Councillors, staff from Wiltshire Council and Community Group representatives, explored priorities and pulled together a series of initiatives for the town. Actions plans were proposed including one specifically looking at the development of a Historic Core Zone ([HCZ](#)) in the town.



In 2009, Bradford on Avon Area Board gave its support for a Historic Core Zone initiative. Consultants were commissioned to develop transport and public realm improvements for the town centre of Bradford on Avon using HCZ principles. The aim of the project was to create a clearly identifiable zone within BoA that rebalances the relationship between motorised vehicles and vulnerable road users, such as pedestrians, and reduces the dominance and intimidation of traffic.

In consultation with stakeholders, a preferred scheme was decided upon which comprises of reduced carriageway widths in order to increase the pedestrian space available and improved pedestrian connectivity by providing informal courtesy crossings at a range of locations. This design was approved by BoA Town Council and the Area Board in 2010.

### **Market Street/Church Street – Phase 1**

The Market Street - Church Street junction has been identified as the first phase of the scheme to be delivered. The scheme incorporates the main elements of the overall HCZ plans, namely footway widening, carriageway width reduction and the introduction of informal courtesy crossings. In addition, gateway features at the main entry point in the HCZ will be included.

The plans have been developed in partnership between Bradford on Avon Town Council and Wiltshire Council.

A public consultation on the scheme was undertaken in January 2013. As a result, Bradford on Avon Town Council and the Area Board resolved to support Phase 1 of the HCZ scheme with amendments to include making the pedestrian crossings more prominent in the scheme with the use of striping and including more informal crossings at the top of Market Street. In addition, the use of bollards in strategic positions was suggested as well as a review of the design of the gateways.

Phase 1 of the scheme will also include the introduction of a Restricted Parking Zone across the whole of the HCZ area; this will retain the existing parking provision but will see the removal of the yellow lines and unnecessary traffic signs.



## Existing Community Initiatives

The Alliance was asked to identify community projects already in place within and near to the town that have a positive impact on air quality within Bradford on Avon. In the main the projects identified were:

- Cycling
- Walking
- Public transport
- Electric vehicles

All the information has been collated into a table, indicating the ownership of the initiative. The table also serves as a useful tool in identifying where there are gaps in projects or knowledge. Subsequently this has been used as the basis of the community air quality action plan for the town.

## Community air quality action plan

The Bradford on Avon Community Air Quality Action Plan is being developed by the Bradford on Avon Air Quality Alliance and will be put to the Bradford on Avon Area Board for adoption. Progress on actions will be reported on annually to the Area Board and subsequently to Public Health and Public Protection Services for inclusion in the annual Action Plan progress report to Defra.





### Action BoA01

Bradford on Avon Air Quality Alliance shall produce a 'community air quality action plan'.

#### Outline

The community will develop actions that they can undertake, support and promote to help improve air quality within the town in line with the goals of the BoA Air Quality Alliance.

#### Cost Benefit Summary

| Air Quality | Public Health | Climate/ Sustainability | Transport | Sustainable Development | Community | Rating |
|-------------|---------------|-------------------------|-----------|-------------------------|-----------|--------|
| x           | x             | x                       | x         | x                       | x         | 6      |

Low cost, high benefit.

**Ownership:** Bradford on Avon Area Board

**Partners:** Local community organisations, Public Health & Public Protection Services.

#### Smart Target

|                   |  |
|-------------------|--|
| <b>Specific</b>   | Bradford on Avon Area Board is tasked with producing a community air quality action plan.  |
| <b>Measurable</b> | Annual progress report to be provided to the BoA Area Board from the BOA Air Quality Alliance. Data will be collated by Public Protection Services from BoA Area Board and submitted to DEFRA in the annual action plan progress report. |
| <b>Achievable</b> | The community air quality action plan will be scrutinised by the BoA Area Board and will be audited by Public Protection Services for practicality, cost benefit analysis and impact on local air quality.                               |
| <b>Relevant</b>   | Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy)  |
| <b>Timely</b>     | A community air quality action plan shall be adopted by BoA Area Board within 6 months of the adoption of the Wiltshire Air Quality Action Plan.   |



### Action CI02

The Area Board shall report annually each January on the progress made against the community air quality action plan and priority actions.

**Outline:** Public Protection will provide a template for reporting purposes. This shall be completed by the Area Board Manager and agreed the Area Board.

### Cost Benefit Summary

| Air Quality | Public Health | Climate/ Sustainability | Transport | Sustainable Development | Community | Rating |
|-------------|---------------|-------------------------|-----------|-------------------------|-----------|--------|
| x           | x             | x                       | x         | x                       | x         | 6      |

Low cost, high benefit.

**Ownership:** Area Boards

**Partners:** Public Protection

### Smart Target

|                   |  |
|-------------------|--|
| <b>Specific</b>   | All Area Boards with an AQMA will provide annual progress reports on 31st January of each year of progress made against the community air quality action plans and priority actions. The Area Boards are as follows: Bradford On Avon Area Board, Calne Area Board, Devizes Area Board, Marlborough Area Board, Salisbury Area Board & Westbury Area Board |
| <b>Measurable</b> | Annual progress report to be provided from the Area Board to Public Protection.  |
| <b>Achievable</b> | Public Protection will collate all Progress Reports from the Area Boards.  |
| <b>Relevant</b>   | Actions will be audited against likely improvements in air quality and relevant strategic objectives (as set out in the Wiltshire Air Quality Strategy) SO1, SO4, SO7, SO8, SO10   |
| <b>Timely</b>     | Area Boards will provide annual progress on the community air quality action plans (31 <sup>st</sup> January – annually) Public Protection will provide an overall Progress Report on the Wiltshire Air Quality Action Plan to DEFRA (31 <sup>st</sup> April – annually)   |



## Summary sheet

| Bradford on Avon Community Area  |   |        |       |           |     |     |        |             |      |                |       |     |      |
|--|---|--------|-------|-----------|-----|-----|--------|-------------|------|----------------|-------|-----|------|
| Population (mid-year 2010)   | 17,430  |        |       |           |     |     |        |             |      |                |       |     |      |
| Total land area  | 59.2 km <sup>2</sup>  |        |       |           |     |     |        |             |      |                |       |     |      |
| Air quality management area declared for exceedence of annual average nitrogen dioxide and annual average PM <sub>10</sub> |   |        |       |           |     |     |        |             |      |                |       |     |      |
| Source of nitrogen dioxide exceedence  | Exhaust emissions from traffic  |        |       |           |     |     |        |             |      |                |       |     |      |
| Air Quality Steering group   | Yes: The Bradford on Avon Air Quality Alliance  |        |       |           |     |     |        |             |      |                |       |     |      |
| Housing Delivery   | 670 new homes between 2006 - 2026   |        |       |           |     |     |        |             |      |                |       |     |      |
| Local Transport Strategy   | No  |        |       |           |     |     |        |             |      |                |       |     |      |
| Source apportionment   | <table border="1"> <caption>Source Apportionment Data</caption> <thead> <tr> <th>Source</th> <th>Color</th> </tr> </thead> <tbody> <tr> <td>cars/taxi</td> <td>Red</td> </tr> <tr> <td>LGV</td> <td>Purple</td> </tr> <tr> <td>Motorcycles</td> <td>Blue</td> </tr> <tr> <td>Buses/ Coaches</td> <td>Green</td> </tr> <tr> <td>HGV</td> <td>Cyan</td> </tr> </tbody> </table> | Source | Color | cars/taxi | Red | LGV | Purple | Motorcycles | Blue | Buses/ Coaches | Green | HGV | Cyan |
| Source   | Color   |        |       |           |     |     |        |             |      |                |       |     |      |
| cars/taxi  | Red   |        |       |           |     |     |        |             |      |                |       |     |      |
| LGV  | Purple  |        |       |           |     |     |        |             |      |                |       |     |      |
| Motorcycles  | Blue  |        |       |           |     |     |        |             |      |                |       |     |      |
| Buses/ Coaches   | Green   |        |       |           |     |     |        |             |      |                |       |     |      |
| HGV  | Cyan  |        |       |           |     |     |        |             |      |                |       |     |      |
| Community air quality action plan  | Yes   |        |       |           |     |     |        |             |      |                |       |     |      |



|                                    |   |
|------------------------------------|---|
| <b>Community priority document</b> |   |
| <b>Actions</b>                     |   |
| <b>BoA01</b>                       | Bradford on Avon Air Quality Alliance shall produce a 'community air quality action plan'.  |
| <b>CI02</b>                        | The Area Board shall report annually in January on the progress made against the community air quality action plan and priority actions |

### **Bradford on Avon Community Action Planning**

Bradford on Avon was the first Area Board to found an air quality working group. A series of meetings were held with the community in 2012, which culminated in their first action plan statement and latterly the formation of their Air Quality Alliance

### **Terms of Reference**

The Air Quality Alliance has not adopted specific terms of reference. They however scoped the areas of intended work and produced an initial action plan which is presented below.



## Action Plan Statement

The main details of the Bradford on Avon action plan statement are provided below.

### Background

Traffic is overwhelmingly cited as Bradford on Avon's biggest problem. The impact on health, pedestrian safety, tourism and economic viability (etc.) cannot be overstated. There have been numerous efforts to resolve this problem. None has been successful.

Conclusion: Either the problem is unsolvable or the efforts to resolve it have been inadequate.

### The Current Initiative

The impetus for this latest effort has come primarily from Wiltshire Council's Environmental Health Department. This is the first time that the Unitary Authority has formally addressed this problem within the Bradford on Avon Community Area. This coincides with the work arising from both the Core Strategy and the Joint Strategic Assessments (Health, Environment etc.).

The initiative has been supported by the Area Board and, in particular, the Area Board Chairman, Cllr. Rosemary Brown.

### Initiative Details

This initiative, so far, has consisted of just three meetings between various stakeholders, with various communications in between. Full meeting notes are available electronically at [Air Quality Alliance](#)

### Meeting One, 27 June 2012

The first, introductory, meeting was led by Gary Tomsett of WC Environmental Health Dept., who explained the reasons for action, the work in progress elsewhere in Wiltshire and the desire to engage the community in an action plan to inform the Core Strategy.

Following this meeting BoACAN was asked to facilitate the remaining (two) meetings and to present progress to the Area Board.



### Meeting Two, 23 July 2012

The meeting considered and prioritised 'Options for Change' [based upon the options considered at the time of the Air Quality Action Plan process led by West Wiltshire District Council in 2005]. It also endorsed the following goal:

*"To reduce the Nitrogen Dioxide and Particulate levels to 40 milligrams per cubic metre throughout the air quality management area by 2015"*

Following this meeting there were over 20 representations/recommendations received from a variety of stakeholders. These are available on request.

### Meeting Three: 23 August 2012

The meeting considered all of the previous input using a proposed project management framework

1. What is the goal or desired outcome?
2. What is the current reality?
3. What actions are required to move from current reality to the desired outcome? The outputs, as above, are detailed in the notes from Meeting Three.

The meeting also endorsed a long-term aspiration for a 'CLEAN AIR 2020' town and community area.

### Next Steps & Recommendations

These are best described using the project management framework (see above).

### Goals/Desired Outcomes:

#### Long-Term:

**The long-term goal is to achieve a Clean Air Town by 2020.** It is quite obvious that this requires a structured, coordinated project/campaign which engages the entire community.

#### Recommendations:

1. An *Air Quality Partnership* engaging all relevant Departments of Wiltshire Council, our Town Council, relevant Parish Councils, plus voluntary/community groups and organisations (including our schools) and the local business community.



2. *An Air Quality Network* engaging all our citizens in a concerted campaign.
  
3. *A Project Management Group* mandated to act upon and deliver the desired outcomes with minimum bureaucracy.

**Medium-Term:****Goal: Legal Air Quality by 2015.**

Recommendation: As above, with the added benefit of ensuring urgent action to achieve a challenging goal.

**Short-Term:**

To set up the necessary structures as recommended. Further immediate actions are best recommended under 'Current Reality'

**Action Plans**

The full range of potential actions requires much more detailed work along 'SMART' lines (Specific, Measurable, Achievable, Relevant, Timely). Producing this would, again, be a first priority for a Project Management Group.

Work in Progress: Some groups are rightly keen to act on their own initiative in solving this multi-faceted problem. Climate Friendly Bradford is engaged in encouraging the uptake of electric vehicles and related actions as part of their long-term commitment to change. Further details on the CFB website.

**Finally....**

There is a strong desire to maintain and build upon the momentum created around this initiative. Those, however, who have 'been here before' will attest that we must work professionally, pragmatically and in unison if we are to make a difference. If we can ally passion with responsibility perhaps we can do it?

Bradford on Avon Community Area Network is willing to help move these endeavours forward. Specifically, if the Area Board and other stakeholders wish, BoACAN will be willing to take a lead on moving forward on the recommendations contained in this progress report.

**The Options for Change**

The 10 options considered in the 2005 report are still largely relevant and were discussed as a starting point in considering priorities for action in 2012:

**i) Do Nothing**

Not considered acceptable in the light of the serious air quality issues, particularly on Mason's Lane. Option rejected.

**ii) Soft Options**

Some action ongoing through implementation of the Historic Core Zone, Climate Friendly Bradford on Avon's 'Active Travel Map' and through car sharing, school travel plans, Lorry Watch etc. Scope for more to be done. Option agreed as a priority for action.

**iii) Congestion Charging**

Agreed to be expensive and technically challenging but not to be ignored as a possible measure. Option agreed for further investigation.

**iv) Low Emissions Zone**

Ditto. Option agreed for further investigation.

**v) Signing alternative routes**

A major signing project has now been approved by the Area Board for 18 new signs around the town to warn HGVs of the 18 tonne weight limit on the Town Bridge and to sign alternative routes for larger lorries. Out to consultation with parish councils and others until end July. Option agreed as a priority for action.

**vi) Relief Road**

Agreed to be unrealistic in the current financial climate. Not programmed within the current Local

Development Framework and Local Transport Plan. Option to be kept as a long term aspiration.

**vii) Support to the A36/A46 link**

Ditto. Option to be kept as a long term aspiration.

**viii) One way traffic management scheme**

One way scheme proposed by Capita Symonds in 2005 for Market Street, Masons Lane, Mount Pleasant, New Road, Springfield and Silver Street was consulted upon and rejected by residents. Independent research has shown the potential negative effects on air quality of such a scheme. There is conflicting data and interpretation of data regarding the exact impact of traffic redistribution in the town. Option requires further investigation

**ix) Improved parking enforcement**

No particular parking problem evidenced. Option to be monitored.

**x) Demand management to reduce volumes and speed of traffic and improve pedestrian facilities**





This option was thought the most likely to be productive, though Options iii) and iv) could help in pursuing it.

A key issue is to establish what current demand actually is (an estimated 20,000 vehicles per day pass through the town with claims that 60 % of this locally generated and counter-claims that the figure on a narrower measure is only 15 %). An 'origin and destination' traffic survey is required as a robust evidence base to understand the nature of these journeys. Allan Creedy commented that this is an expensive exercise; others suggested it could be done using volunteer effort.

Other suggestions for pursuing this option included: a town-wide weight restriction order; downgrading the A363 to a 'B' road; timed traffic signalling (such as on the A4 London Road in Bath where the traffic is slowed and filtered to allow priority for buses); better control on planning approvals which generate more traffic growth and/or contribute to worsening air pollution; and pollution absorbent paint.

This Option agreed as the single most important priority for action.

#### Desired Outcomes

1. A Clean Air Town
2. A No-Through-Route
3. Reduced rush hour traffic
4. Reduced traffic volumes year on year
5. Reduced pollution
6. Reduced cancer and asthma - to the Wiltshire average or lower
7. A Safe Town
8. Increased low carbon transport journeys such as walking and cycling within the town
9. A more economically viable town

#### Current Reality

1. There is a damage to built fabric of the town from vehicle emissions
2. There is generally too much traffic volume
3. Motorists do not follow signs, maybe only 1%
4. A 2003 survey shows 60% of traffic on the Town Bridge is locally generated and of this 15% of journeys start and end within the town's boundaries
5. Only 40 % of traffic volume is 'through-traffic'
6. There is a lack of (and also disagreement on) key data. We simply don't know which elements of the traffic are contributing what proportion of the problem and at what times of day and what is the reason for the traffic being in the town. Without proper data, analysis and understanding we waste our time
7. Bradford on Avon has a greater traffic flow than Westbury - 20,000 against 15,000 AADT – and greater traffic queuing times
8. A north side partial one way system has been proved to be counter-productive to both air quality reduction and traffic reduction
9. There is an above-average incidence of cancer and asthma



10. Traffic generated from new developments - e.g. Kingston Mill and in Trowbridge and Frome - is exacerbating the problems
11. There is an alternative view that traffic is an economic resource/good
12. Air pollution is above EU limits, particularly in Masons Lane
13. The topography of the town cannot be changed
14. There is danger to pedestrians from traffic in the town centre and elsewhere
15. Lorry Watch is having a good impact – but can it have a lasting effect when HGVs contribute less than 2% of total pollution?

#### Action Plan Ideas

1. Erect new signage warning HGVs of the 18 tonne weight limit on Town Bridge and signing alternative routes
2. Erect new signage on town entrances to warn drivers to 'Help Bradford on Avon become a Clean Air Town'
3. Invite Climate Friendly Bradford to lead the clean air campaign which could include: lobbying for greater weight to be given to air quality issues in planning decisions; a programme of education on lower emission car choices; a programme for cleaner public transport; restricted goods delivery times to shops and businesses within the central area; 'shop and go' delivery services user lower emission vehicles; free parking for electric cars; provision of electric charging points around the town; all backed up by a general awareness-raising campaign
4. Support the introduction of electric vehicles e.g. an electric minibus and charging points at hotels, B&Bs, car parks etc
5. Promote the 'Active Travel Map' to encourage walking, cycling and public transport journeys
6. Encourage local people, parents and schools to reduce unnecessary journeys through the town centre
7. Carry out an Origin and Destination Survey, with volunteer effort if necessary, to confirm journey purposes, patterns, frequency, necessity etc.
8. Update Traffic Counts generally
9. Manage demand by re-routing unwanted traffic and encouraging a modal shift in journeys
10. Introduce the planned Historic Core Zone in the town centre to slow traffic and give greater pedestrian priority
11. Differentiate policies towards cars, light goods vehicles and heavy goods vehicles
12. Close the A361 main road
13. Downgrade the A254 to a B road to deter through-traffic
14. Downgrade the A363 to a B road
15. Consider park and ride sites such as at the Wiltshire Music Centre, Sainsbury's and canal car parks
16. Provide a subsidised bus for school children and for/to the villages
17. Try 'Car Free Days'
18. Control the traffic through traffic management measures such as timed controlled traffic signals on Bath Road to control vehicles entering Masons Lane
19. Build a bypass, possibly on the east side of the town edging the green belt with a river/railway crossing, make a case for funding from the EU or from the



- Community Infrastructure Levy
20. Reserve land for a relief road near the cemetery
  21. Curb further development along Holt Road until the impact of Kingston Mill and the Historic Core Zone are known
  22. Trial the 'Capita Symonds' one way system for one year with appropriate monitoring
  23. Divert traffic from the A363 at the Frankleigh fork towards Woolley Green and Staverton.
  24. This would not be popular in the villages concerned - but the volume of traffic crossing the Staverton Bridge is currently about half that crossing the Town Bridge
  25. Introduce a byelaw requesting the drivers of vehicles in Masons Lane to switch off their engines when in prolonged queues
  26. Offer air conditioning to the residents of Masons Lane and Market Street to alleviate the effects of pollution, a relatively low cost solution
  27. Introduce special flagstones to absorb pollution as well as pollution absorbent paint
  28. Take Bradford on Avon off the satnav for lorry drivers and lobby hauliers not to use the town as a through-route
  29. Reduce the weight limit on the Town Bridge to 7.5 tonnes
  30. Display nitrogen dioxide and particulates readings prominently e.g. through local radio warnings, illuminated signs, public art work
  31. Carry out surveys of health and of lichen
  32. Provide cheap, reliable public transport as a genuine alternative e.g. bus 264 on a 20 minute frequency
  33. Introduce alternating one-way traffic flows with traffic lights on Town Bridge
  34. Designate the Town Bridge 'access only'
  35. Close Town Bridge on Farmers' Market Sundays between 10am and 4pm
  36. Designate a 'Low Emissions Zone'
  37. Designate a 20 mph zone throughout the town centre
  38. Build larger pedestrian refuges on road crossings
  39. Introduce traffic controls at roundabouts and the periphery of the town linked to NO2 levels and using queue sensors



## Bradford on Avon Air Quality Alliance Community Air Quality Action Plan

The document below has subsequently been developed by the Alliance:

| Project Detail                                 | Progress, Actions, comments  | Project Lead                           | Cost | Budget e.g. S106 money | Milestones                    |
|--|--|--|------|------------------------|-------------------------------|
| <b>Completed Actions</b>                       |  |  |      |                        |                               |
| Formally launched the BoA Air Quality Alliance | <p>The AQ Alliance was formed in February 2013 and includes all key stakeholders.</p> <p>The Alliance is a time-limited project management organisation with the following goals:</p> <ol style="list-style-type: none"> <li>1. To become a Clean Air Town by 2020.</li> <li>2. To achieve Legal Air Quality by 2015.</li> <li>3. To establish the necessary structures and mechanisms to undertake the actions to achieve these goals.</li> </ol> <p>The structures agreed at the formation of the Air Quality Alliance are as follows:</p> <ol style="list-style-type: none"> <li>1. An Air Quality Alliance (as above).</li> <li>2. An Air Quality Network, open to all groups and individuals in the community area, to provide a</li> </ol> | Cllr Rosemary Brown (Area Board Chair) | N/A  | N/A                    | 1 <sup>st</sup> February 2013 |



|  |   |   |  |                            |                                 |
|--|---|---|--|----------------------------|---------------------------------|
|  | <p>public platform for the community actions required to achieve our goals.</p> <p>3. An Air Quality Action/Project Group (or Groups), mandated by both of the above to undertake action on behalf of the community with minimum bureaucracy and maximum impact.</p> <p>These goals and structures have been formally endorsed and adopted by Bradford on Avon Town Council and by the Bradford on Avon Area Board (Wiltshire Council).</p>   |   |  |                            |                                 |
| The installation, an Air Quality Monitoring station on Mason's Lane. | This enables measurement of both Nitrogen Dioxide and PM <sub>10</sub> (particulates) in real time.   | Public Protection Services, Wiltshire Council |  | Public Protection Services | Installed in February 2013      |
| The undertaking of a professional Origin and Destination survey      | <p>Undertaken by Atkins Ltd. on behalf of the Sustainable Transport Dept. (WC). This is the first comprehensive and statistically reliable study of traffic flows in BoA and has been a core requirement for many years.</p> <p>Initial results were reported to the Alliance at the end of 2013. A full report has now been produced. Findings indicate significant potential for local, community-based actions. These actions seem likely to be at the forefront of the AQA's activities during 2014/2015.</p> | Sustainable Transport, Wiltshire Council      |  | Sustainable Transport      | Full report published June 2014 |



| Actions Underway  |  |  |  |                            |  |
|---|--|--|--|----------------------------|--|
| Exploration of the pros and cons of nano-technology substances as a transitional alleviating mechanism in the affected area | Company selling the paint gave a presentation to the AQ Alliance.<br><br>Discussions have been held with Conservation Officers and Highways Officers and Residents in Masons Lane.   | Peter Dunford,<br>Community Area Board Manager   |  | Area Board                 |  |
| Production of cycling/walking/public transport information and enhancement in the town                                      | Undertaken as part of the Sustainable Transport 'Connecting Wiltshire' initiative.   |  |  |                            |  |
| Installation of electric car charging points in and around the town   | More Detail?   | Shay Parsons,<br>Climate Friendly Bradford?      |  |                            |  |
| Remote access to pollution monitoring equipment, which would be web-enabled with public access                              | A communication system is being purchased to enable the automatic monitoring data to be streamed onto a publicly accessible website. This is part of a wider project detailed in the Council wide Air Quality Action Plan. | Public Protection Services,<br>Wiltshire Council |  | Public Protection Services | Remote communications installed June 2014<br><br>Web site to go live in September 2014 |
| A county wide air   | There have been initial meetings with other  | WFCAP  |  |                            | Feb 2014   |



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| quality alliance             | <p>AQMA groups in the County, with a view to a possible Countywide AQA to share experience, resources and best practice.</p> <p>This is to be taken on by Wiltshire Forum Community Area Partnership (WFCAP) and is now an action within the County Wide Air Quality Action Plan. A seminar will be held annually to enable information exchange on successful projects.</p> |   |  |  |                                  |
| <b>Actions for 2014/2015</b> |  |   |  |  |                                  |
| Origin & Destination Survey  | <p>A. ANALYSIS: from data to information:</p> <p>Once the data has been collated our first task is to translate it into usable information viz.</p> <p>Meeting with Atkins on 8<sup>th</sup> July to go through findings of final report.</p>  |   |  |  | Final report published June 2014 |
| Awareness                    | <p>From information to knowledge:</p> <p>The central challenge for 2014 is to mount a</p>  | ? |  |  | ?                                |



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|               | <p>public awareness and engagement campaign using the information available in a variety of accessible formats.</p> <p>Although the exact steps required depend on the quality of the information (and its implications), it seems likely that these will include the launch of an AIR QUALITY NETWORK open to all. This platform should also facilitate the emergence of special interest/action groups, e.g. local business, schools, artists, social media etc.</p>   |  |  |  |  |
| <p>Action</p> | <p>From knowledge to action:</p> <p>The goal is to achieve legal air quality in the AQMA by the end of 2015.</p> <p>It is difficult (and probably unwise) to attempt to predict the possible actions emerging from public engagement with the current reality. The 'bottom line', however, is that less traffic equals lower emissions. The exact proportions of traffic reduction, traffic management, traffic flow and transport alternatives required to achieve this reduction constitute the next chapter of the AQA story.</p> <p>Finally, all of the above requires interaction and</p> |  |  |  |  |





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|  | coordination with the Neighbourhood Plan, the emergent Historic Core Zone, the Community Area Transport Group and other strategic initiatives |  |  |  |  |
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