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

December 2015

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Llywodraeth Cymru
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1 Introduction

1.1 This document

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

This plan presents the following information:

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

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

This plan should also be read in conjunction with the supporting UK Technical Report which presents information on assessment methods, input data and emissions inventories used in the analysis presented in this plan.

1.2 Context

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

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

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

1.3 Zone status

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

1.4 Plan structure

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

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

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

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

2 General Information About the Zone

2.1 Administrative information

Zone name: West Midlands

Zone code: UK0035

Type of zone: non-agglomeration zone

Reference year: 2013

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

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

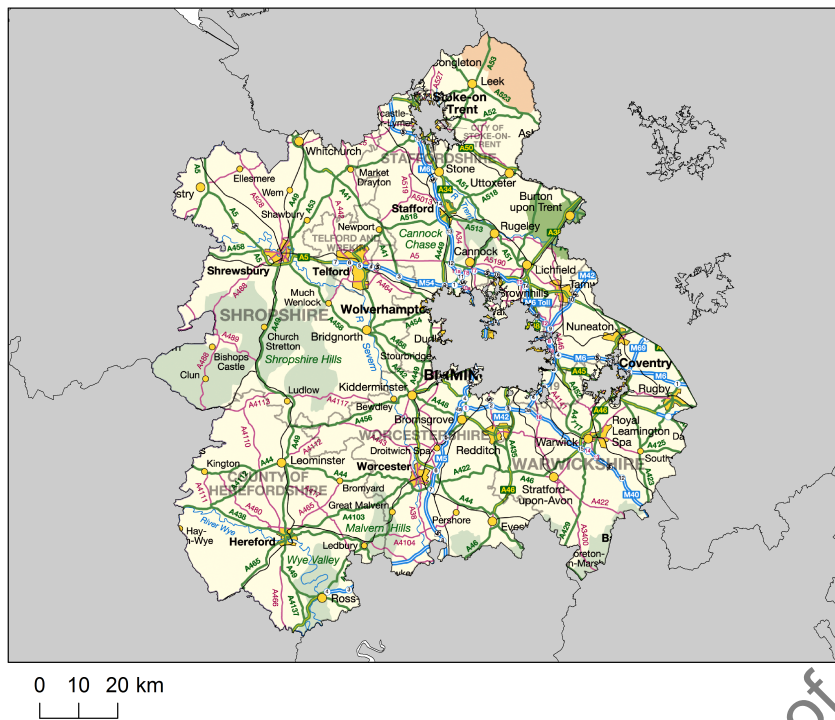
1. Birmingham City Council
2. Bromsgrove District Council
3. Cannock Chase District Council
4. Coventry City Council
5. Dudley Metropolitan Borough Council
6. East Staffordshire Borough Council
7. Herefordshire Council
8. Lichfield City Council
9. Malvern Hills District Council
10. Newcastle-under-Lyme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

25. Walsall Metropolitan Borough Council
26. Warwick District Council
27. Wolverhampton City Council
28. Worcester City Council
29. Wychavon District Council
30. Wyre Forest District Council

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

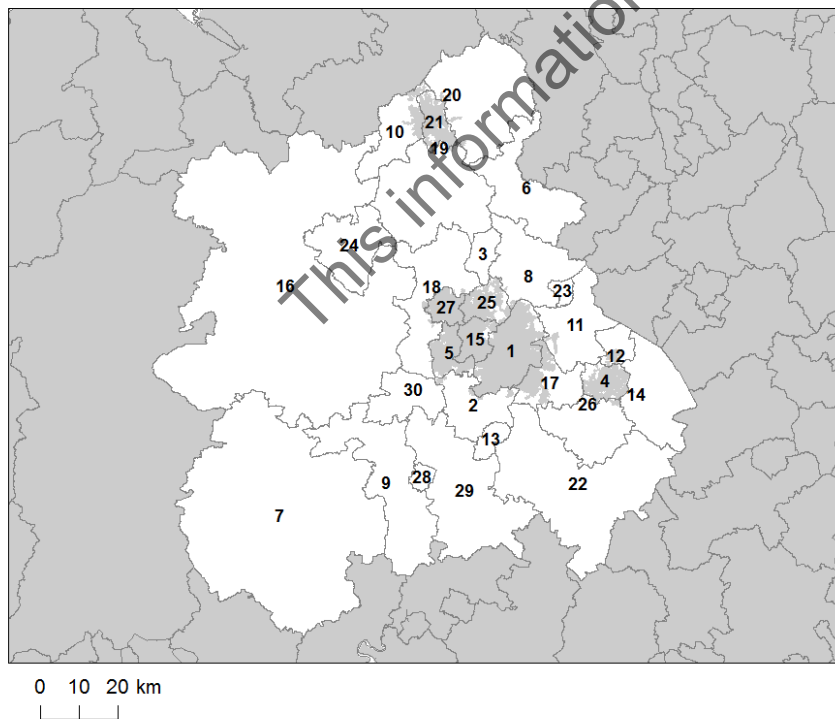
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Figure 1: Map showing the extent of the West Midlands non-agglomeration zone (UK0035).



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



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2.2 Assessment details

Measurements

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

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

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

Modelling

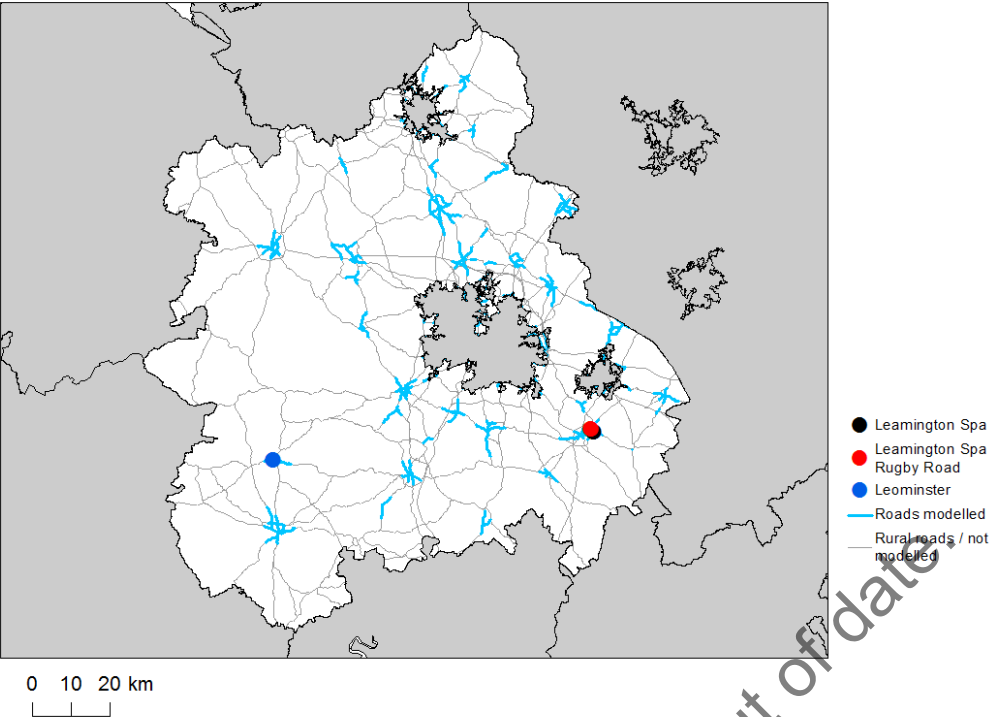
Modelling for the 2013 reference year has been carried out for the whole of the UK. This modelling covers the following extent within this zone:

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

Zone maps

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

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



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2.3 Reporting under European Directives

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

In addition, the UK has reported on air quality plans and programmes (Decision 2004/224/EC) since 2003. Historic plans and programmes are available on <http://cdr.eionet.europa.eu/gb/eu/aqpp>.

3 Overall Picture for 2013 Reference Year

3.1 Introduction

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

- The annual limit value (annual mean concentration of no more than 40 µg m⁻³)
- The hourly limit value (no more than 18 hourly exceedances of 200 µg m⁻³ in a calendar year)

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

3.2 Reference year: NO₂_UK0035_Annual_1

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

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

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

The modelling carried out for this exceedance situation has also been used to determine the annual mean NO_x source apportionment for all modelled locations. Emissions to air are regulated in terms of oxides of nitrogen (NO_x), which is the term used to describe the sum of nitrogen dioxide (NO₂) and nitric oxide (NO). Ambient NO₂ concentrations include contributions from both directly emitted primary NO₂ and secondary NO₂ formed in the atmosphere by the oxidation of NO. As such, it is not possible to calculate an unambiguous source apportionment specifically for NO₂ concentrations; therefore the source apportionment in this plan is presented for NO_x, rather than for NO₂ (for further details please see the UK Technical Report). Table 3 summarises the

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

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

This information is out of date.

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

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

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

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

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

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

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

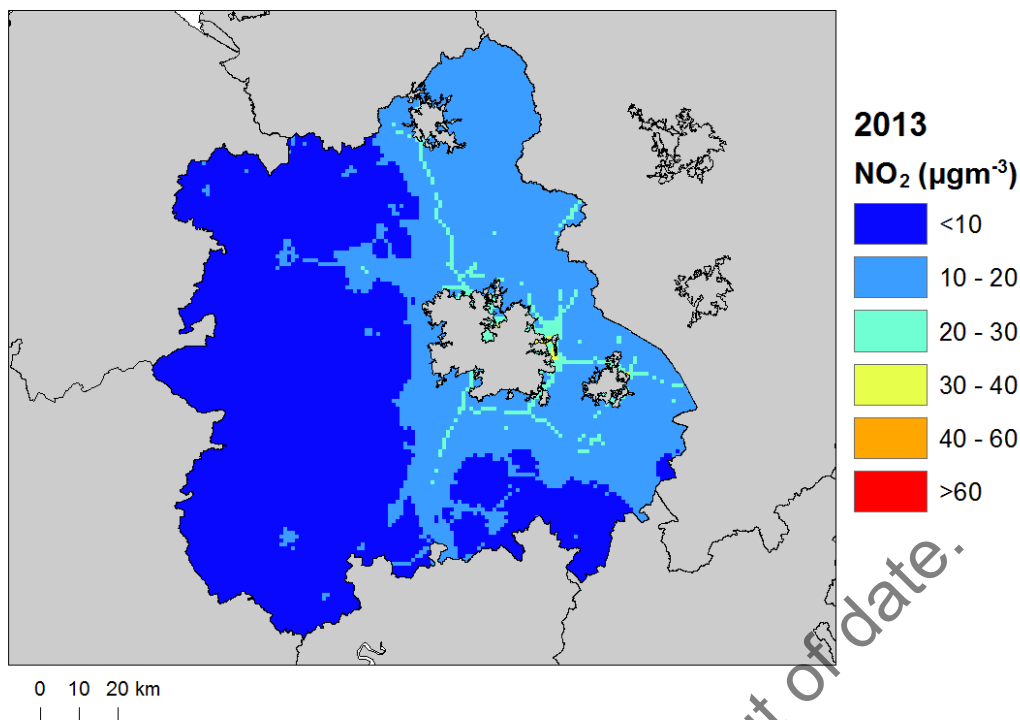
Spatial scale	Component	Concentration at highest road link (a)
Regional background sources NOx (i.e. contributions from distant sources of > 30 km from the receptor).	Total	10.8
	From within the UK	6.3
	From transboundary sources (includes shipping and other EU member states)	4.5
Urban background sources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

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

(b) HGV = heavy goods vehicle

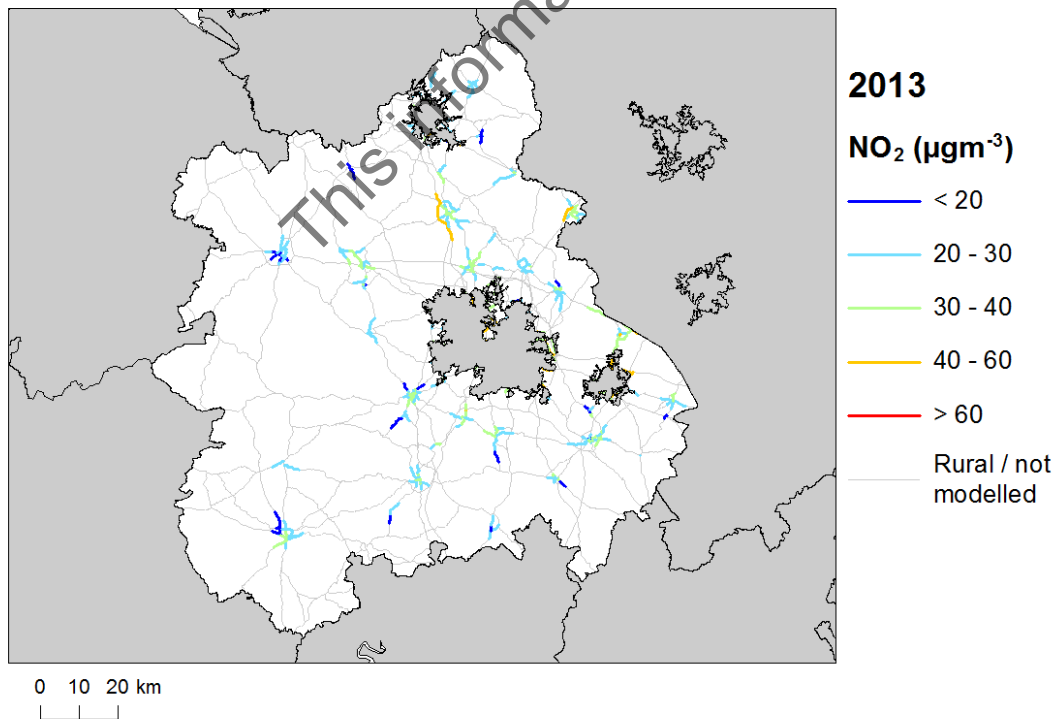
(c) LGV = light goods vehicle

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



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



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4 Measures

4.1 Introduction

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

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

4.2 Source apportionment

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

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

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

4.3 Measures

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

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

Details of European Union measures (e.g. Euro Standards, Fuel Quality Directives, Integrated Pollution Prevention and Control) can be found on the European Commission's website (http://ec.europa.eu/environment/air/index_en.htm). Details of national measures are given in the UK overview document and the list of UK and national measures.

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

measures which the local authority is committed to carrying out or is investigating with the expectation of carrying out in the future.

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

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

4.4 Measures timescales

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

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

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

5 Baseline Model Projections

5.1 Overview of model projections

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

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

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

5.2 Baseline projections: NO₂_UK0035_Annual_1

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

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

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

This information is out of date.

Table 4: Annual mean NO₂ model results in NO₂_UK0035_Annual_1.

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

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

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

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

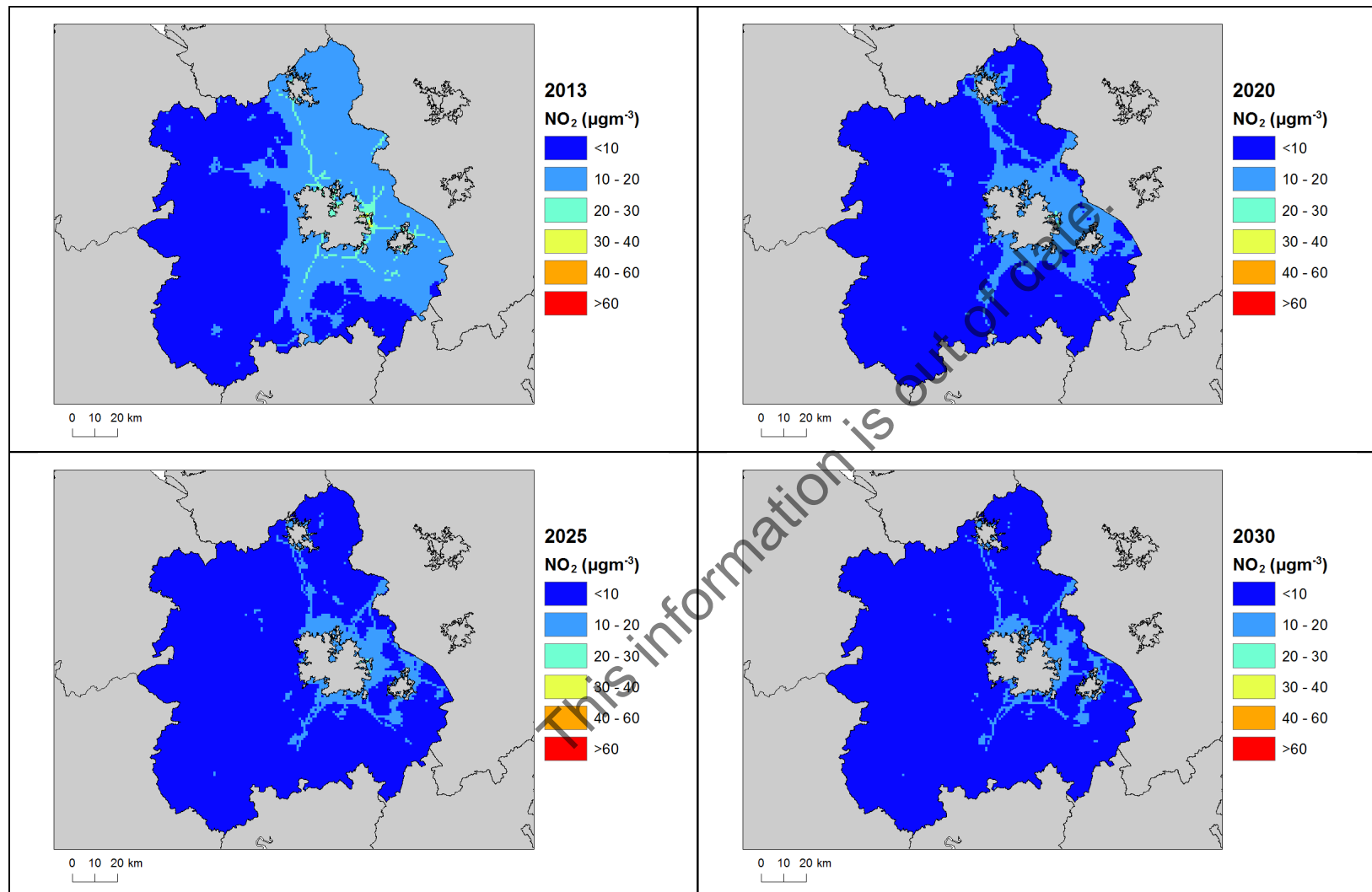
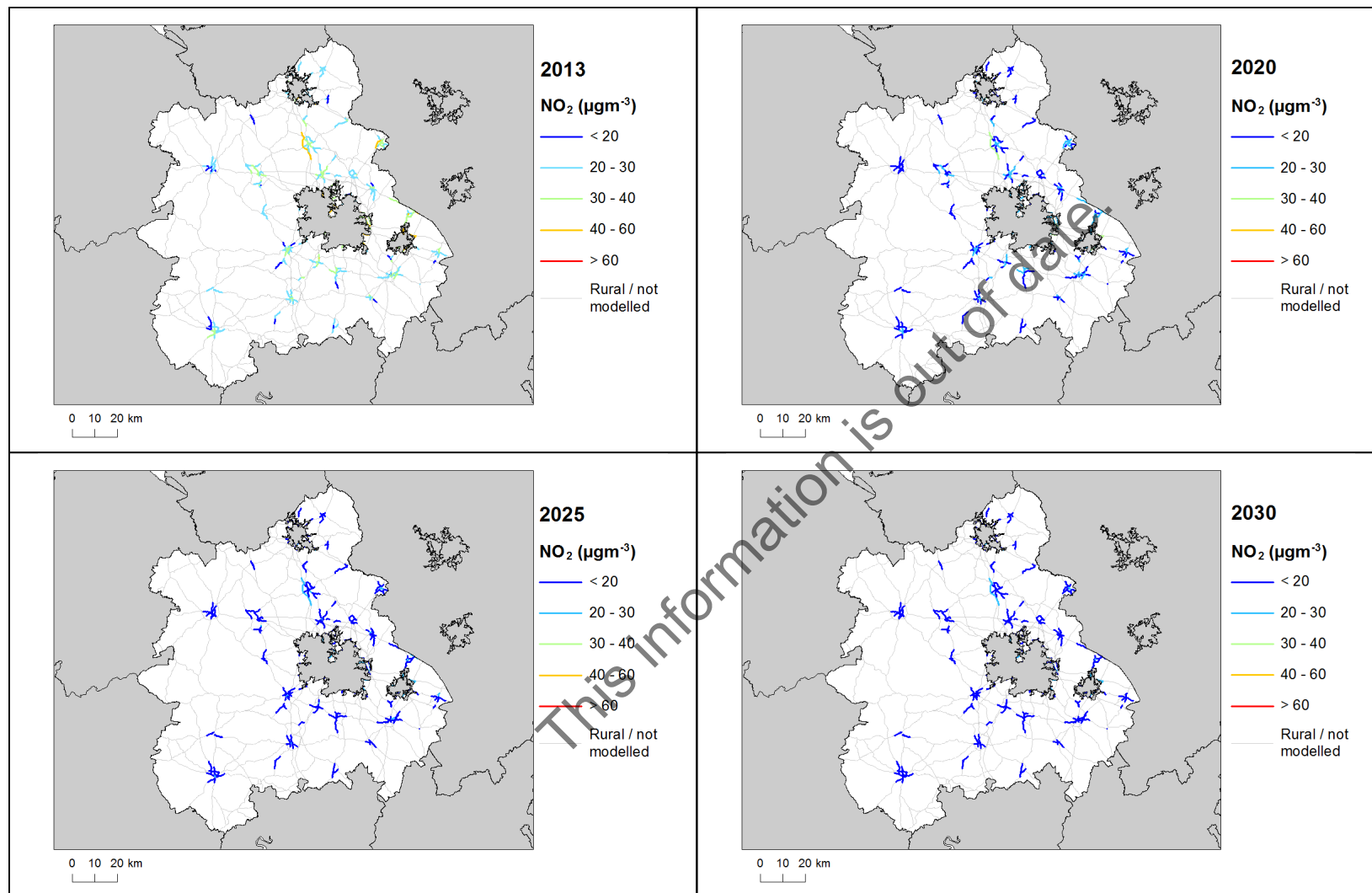


Figure 7: Roadside baseline projections of annual mean NO₂ concentrations in 2020, 2025 and 2030. 2013 is also included here for reference. Modelled exceedances of the annual limit value are shown in orange and red.



Annexes

A References

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

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

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

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

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

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

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

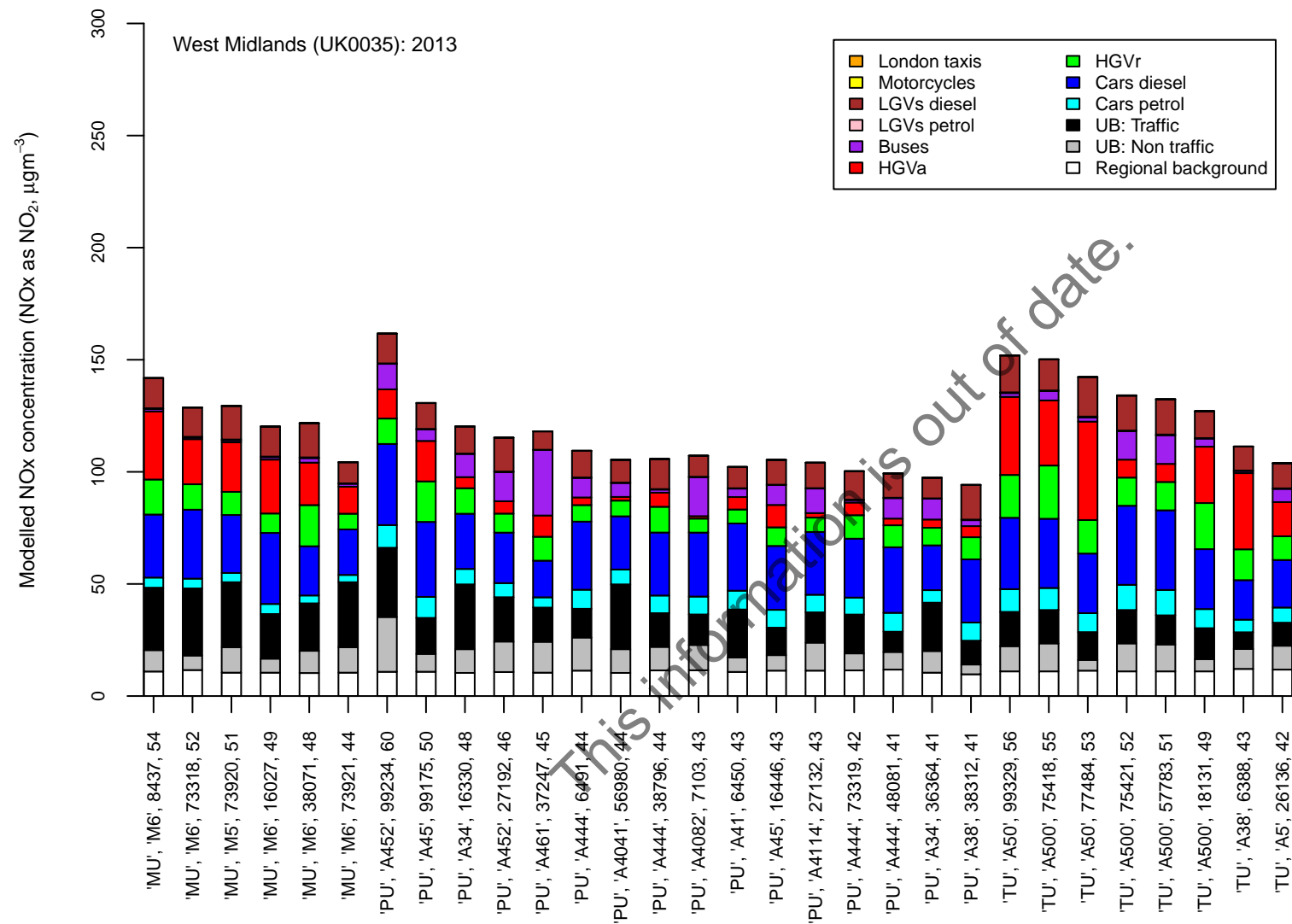
UK overview document, List of UK and National Measures and the UK technical report are available at: <http://www.gov.uk/defra>.

B Source apportionment graphs

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



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

C Tables of measures

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

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

Measure code	Description	Focus	Classification	Status	Other information
Birmingham City Council_AQAP 6	Regulation of Industry under Environmental Permitting regime	Industry regulated under Environmental Permitting regime	Permit systems and economic instruments: Other measure	Implementation	Start date: 2005 Expected end date: 2030 Spatial scale: Local Source affected: Industry including heat and power production Indicator: Annual Defra return Target emissions reduction: No target
Birmingham City Council_AQAP 8	To increase the number and use of park & ride schemes in accord with the CENTRO Environment Strategy 2009-2014	Extend number of spaces at Kings Norton Car Park.	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2009 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Increase in Park & Ride usage Target emissions reduction: No target
Birmingham City Council_AQAP 9-1	Improvement of the council fleet	To improve the council run fleet to electric/LPG or low emission vehicles through a procurement policy	Public procurement: Other measure	Implementation	Start date: 2012 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Replacement of council fleet vehicles through procurement strategy Target emissions reduction: No target
Birmingham City Council_AQAP 10-1	Support the CABLED project as a staging point for the further development of ultra-low carbon vehicles and supporting infrastructure	To engage with partners to introduce the infrastructure for electric or LPG gas powered vehicles	Public procurement: Other measure	Implementation	Start date: 2012 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Infrastructure to encourage the use of electric and gas powered vehicles Target emissions reduction: No target
Birmingham City Council_AQAP 11	Support the programme for replacement buses as outlined by CENTRO's Environmental Strategy 2009-2014	To engage with partners to introduce a bus quality partnership. The aim of which will be the introduction of low emission vehicles over a period of time	Public procurement: Cleaner vehicle transport services	Implementation	Start date: 2012 Expected end date: 2022 Spatial scale: Whole town or city Source affected: Transport Indicator: Replacement of the bus fleet with low emitting vehicles Target emissions reduction: No target
Birmingham City Council_AQAP 12-1	Development of a Taxi Emission Strategy	To introduce a Taxi emission policy linked to emissions.	Public procurement: Cleaner vehicle transport services	Implementation	Start date: 2016 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Transport Indicator: Replacement of taxi fleet with vehicles with low emissions Target emissions reduction: No target

Measure code	Description	Focus	Classification	Status	Other information
Birmingham City Council_AQAP 9-2	Improvement of the Council fleet - EV	Introduction of EV vehicles	Public procurement: New vehicles, including low emission vehicles	Preparation	Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Delivery of 7 new EV and associated infrastructure Target emissions reduction: No target
Birmingham City Council_AQAP 10-2	Feasibility study covering the development of gas infrastructure - 4 sites	Region wide gas infrastructure to support public and private sector via OLEV funding	Public procurement: Other measure	Preparation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target
Birmingham City Council_AQAP 10-3	Delivery of gas refuelling infrastructure - 4 sites	Region wide gas infrastructure to support public and private sector via OLEV funding	Public procurement: Other measure	Planning	Start date: 2016 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Delivery of 4 gas refuelling sites (dependent upon the FS) Target emissions reduction: No target
Birmingham City Council_AQAP 10-4	Engineering study into H2 supply and refuelling facilities for bus fleet	Feasibility into conversion of buses to H2	Public procurement: Other measure	Planning	Start date: 2014 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target
Birmingham City Council_AQAP 10-5	Delivery of H2 refuelling infrastructure	H2 infrastructure to support bus fleet	Public procurement: Other measure	Planning	Start date: 2017 Expected end date: 2018 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Delivery of refuelling depot (dependent upon the FS) Target emissions reduction: No target
Birmingham City Council_AQAP 10-6	Climate KIC funded Engineering study into EV supply and refuelling facilities for bus fleet	Feasibility into infrastructure to support EV bus conversion / purchase	Public procurement: Other measure	Planning	Start date: 2015 Expected end date: 2016 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target
Birmingham City Council_LETCP1	Development of a regional LES	To develop a regional LES to showcase good practice and provide a road map for future action	Other measure: Other measure	Preparation	Start date: 2012 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of LES Target emissions reduction: No target

Measure code	Description	Focus	Classification	Status	Other information
Birmingham City Council_LETCP2	Development of a Best Practice Guidance on Air Quality and Procurement	To devise a policy for using the procurement power of a LA to incentivise the uptake of cleaner vehicle technology	Other measure: Other measure	Implementation	Start date: 2012 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of BPG Target emissions reduction: No target
Birmingham City Council_LETCP3	Development of a Best Practice Guidance on Air Quality and Planning	To devise a policy for using the planning process to reduce the impact from transport based emissions arising from new development	Other measure: Other measure	Implementation	Start date: 2012 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Completion of BPG Target emissions reduction: No target
Birmingham City Council_AQAP 10-7	OLEV City Scheme to fund regional charging infrastructure	To provide a WM wide charging infrastructure considering interoperability, universal access, park & ride, grid balancing.	Public procurement: Other measure	Planning	Start date: 2014 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Estimate strategic installation of 40 charging points (rapid / 4 hr combination) combined with park and ride facilities Target emissions reduction: No target
Birmingham City Council_CENTRO1	Develop a new Statutory Bus Quality Partnership Scheme	To update the existing SBQPS to improve the bus fleet entering the city centre in line with outputs from the LEZ TFS (AQAP 1)	Public procurement: New vehicles, including low emission vehicles	Preparation	Start date: 2014 Expected end date: 2016 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduce the number of higher emitting buses entering the city centre focusing on Euro IV and Euro IV or converted Target emissions reduction: Comparison with existing SBQPS
Birmingham City Council_AQAP 10-8	Feasibility Study to support the development of car clubs in employment areas for SME take up	Car clubs for SME in employment areas where access to parking infrastructure restricted.	Other measure: Other measure	Planning	Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target
Birmingham City Council_Freight 1	Feasibility Study under Horizon 2020 in partnership with IBM to identify sites suitable for freight consolidation centres	Consideration of 'crowd sourcing' technology to route plan HGV movements to show most suitable locations for freight centre	Traffic planning and management: Freight transport measure	Planning	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target

Measure code	Description	Focus	Classification	Status	Other information
Birmingham City Council_Rail 1	HS2 rail development including new station in the City centre	HS2 rail	Traffic planning and management: Improvement of public transport	Planning	Start date: 2017 Expected end date: 2026 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of HS2 Target emissions reduction: No target
Birmingham City Council_Taxi 1	Increase LPG refuelling infrastructure for Hackney Carriages	Double LPG refuelling depots for Hackney Carriages from 6 to 12	Public procurement: Other measure	Planning	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase the number of LPG refuelling sites for Hackney Carriages Target emissions reduction: No target
Birmingham City Council_Taxi 2	Conversion of taxis to LPG	Conversion of 80 taxis from diesel to LPG	Public procurement: Other measure	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Convert 80 taxis from diesel to LPG Target emissions reduction: No target
Birmingham City Council_AQAP 10-9	Installation of rapid recharging infrastructure in shopping centres	8 new rapid recharging points in shopping centres	Public procurement: Other measure	Planning	Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Delivery of 8 new rapid charging points Target emissions reduction: No target
Birmingham City Council_AQAP 12-2	Incentivising cleaner taxi usage at New Street Station	Priority parking scheme for LE taxis at New Street Station	Public procurement: Other measure	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Scheme established Target emissions reduction: No target
Birmingham City Council_Water 1	Feasibility study to support the use of the waterways to transport waste to energy centres	Use of canals to transport waste for energy conversion	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of FS Target emissions reduction: No target
Birmingham City Council_AQAP 4-2	Major scheme works (£26 million) to upgrade signalling to improve traffic flow.	Scoot & Mover projects. Consideration of further bus and freight prioritisation.	Traffic planning and management: Other measure	Implementation	Start date: 2015 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Continued improvements Target emissions reduction: No target

Measure code	Description	Focus	Classification	Status	Other information
Birmingham City Council_ROAD 1	Trial of 20mph zones	Smooth traffic flow and promote safety	Traffic planning and management: Reduction of speed limits and control	Implementation	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Completion of trials Target emissions reduction: No target
Birmingham City Council_ROAD 2	Workplace parking levy	Incentivise modal shift	Traffic planning and management: Management of parking places	Implementation	Start date: 2017 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Introduction of scheme Target emissions reduction: No target
Birmingham City Council_POLICY 1	Free on-street parking / charging for EV users	Incentivise the uptake of cleaner vehicle technology	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Policy position Target emissions reduction: No target
Birmingham City Council_POLICY 2	Birmingham Connected	Umbrella policy for all transport planning activity across the city underpinned by the Birmingham Connected White Paper	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Various indicators Target emissions reduction: No target
Birmingham City Council_LETCP 4	Continuance of the LETCP across the WM Urban Area (7 local authorities)	Policy guidance and regional working across many different professional fields	Other measure: Other measure	Implementation	Start date: 2012 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Continued working Target emissions reduction: No target
Birmingham City Council_POLICY 3	Midlands Connect Infrastructure Strategy covering the West & East Midlands	Lobbying of Government to promote investment in transport sectors to promote economic growth and sustainability	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Economic Growth as a result of strategic transport investment Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Birmingham City Council_FREIGHT 2	Development of freight partnership for city centre deliveries	Joint working with Colmore BID to consolidate deliveries and procurement to combine orders and reduce deliveries	Traffic planning and management: Freight transport measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in number of servicing and logistics vehicles entering BID. Reduced traffic flows, air quality benefits etc. Target emissions reduction: N/A
Birmingham City Council_RAIL 2	Reinstatement of Camp Hill and Sutton Park rail lines	Lobbying of DfT and Network Rail to reopen lines, including 7 new stations	Traffic planning and management: Improvement of public transport	Planning	Start date: 2014 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Mode shift to rail. Target emissions reduction: N/A
Birmingham City Council_RAIL 3	Upgrading of University and Longbridge stations	Improving the rail stations to promote modal shift	Traffic planning and management: Improvement of public transport	Preparation	Start date: 2016 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Completion of upgrades Target emissions reduction: No target
Birmingham City Council_CYCLE 1	Birmingham Cycle Revolution (BCR) - £60 million to upgrade infrastructure	Improve infrastructure (new cycle routes) to promote cycling	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2015 Expected end date: 2019 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of BCR programme Target emissions reduction: No target
Birmingham City Council_CYCLE 2	Big Birmingham Bikes	5000 new bikes for deprived areas of city	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of BCR programme Target emissions reduction: No target
Birmingham City Council_POLICY 4	Feasibility Study into mechanism for monitoring / enforcing workplace travel plans	Workplace travel plans monitoring and enforcement	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2017 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of Feasibility Study Target emissions reduction: No target

Measure code	Description	Focus	Classification	Status	Other information
Birmingham City Council_WALK 1	Walking Cities Fund of £2 million to promote walking	Engagement with schools to encourage walking and adjust travel patterns	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Various - number of walking trips and distance, air quality, CO2 Target emissions reduction: No target
Birmingham City Council_WALK 2	Improvement to public rights of way	Mapping to identify required improvement to public rights of way	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Various - number of walking trips and distance, air quality, CO2 Target emissions reduction: No target
Bromsgrove District Council_5.1.1	Alteration to phasing of traffic light systems	Traffic exiting from junction causes delays in traffic flow in both directions along the A38. Proposed action is to make junction no right turn.	Traffic planning and management: Other measure	Preparation	Start date: 2015 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Decrease in obstruction to traffic flow Target emissions reduction: 0.01
Bromsgrove District Council_5.2.2	Freight Quality Partnership	Encourage freight vehicles to avoid AQMA and find alternative routes	Traffic planning and management: Freight transport measure	Planning	Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased in freight movements through AQMA Target emissions reduction: 2-5%
Bromsgrove District Council_KR5	Significant queuing traffic observed in both directions on A456 heading for A491 Stourbridge Road. Action - junction review	Propose WCC undertake a junction review to ascertain improvements to current and future predicted flows	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Reduction in number of queuing vehicles Target emissions reduction: 0.01
Bromsgrove District Council_5.1.8	Introduction of traffic signals at roundabouts	Introduction of traffic signals at roundabouts to improve traffic flow. Traffic flow held at more strategic point to improve flow through the AQMA.	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow Target emissions reduction: 0.01

Measure code	Description	Focus	Classification	Status	Other information
Bromsgrove District Council_5.1.4	Variable Message Signage (include traffic info, car park info, bus and rail connection info etc.) Could be used in combination with Park and Ride schemes etc.	Use of VMS to encourage use of alternative modes of transport or direct drivers to car parks with spaces to avoid unnecessary journeys between car parks	Traffic planning and management: Other measure	Other	Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Decreased in traffic movements through AQMA Target emissions reduction: 0.01
Bromsgrove District Council_5.5.4	Encourage developers to provide sustainable transport facilities and links serving new developments	Encourage and facilitate uptake of sustainable modes of transport where new developments are proposed	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Greater provision of sustainable transport facilities and links servicing new developments Target emissions reduction: 0.01
Bromsgrove District Council_5.3.2	Encourage car sharing	Promote car sharing services within Bromsgrove	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of people car sharing Target emissions reduction: 0.01
Bromsgrove District Council_5.2.5	Greening Council and Business Fleets	Secure use of "cleaner" fuels/higher Euro standard vehicles for Council and Business fleets. Support bid for installation of CNG facility in Worcestershire	Traffic planning and management: Other measure	Planning	Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Increase in number of Council and business fleet vehicles of higher Euro Standard and/or utilising alternative fuels Target emissions reduction: 0.01
Bromsgrove District Council_5.2.10	Installing electric vehicle charging points	Encourage and facilitate use of electric vehicles through provision of charging points in city	Other measure: Other measure	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Increase in availability of EV charging points and corresponding increase in use of electric vehicles Target emissions reduction: 0.01

Measure code	Description	Focus	Classification	Status	Other information
Bromsgrove District Council_5.5.3	Encourage uptake of employer and residential travel plans for major employers and new developments to area	Promotion of alternative modes of transport through organisation and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01
Bromsgrove District Council_5.3.1	Travel Planning	Promotion of alternative modes of transport through organisation and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01
Bromsgrove District Council_5.4.5	Raise the profile and increase awareness of air quality within the region	Publication campaign relating to air quality to publicise and raise awareness of air quality and its implications	Public information and Education: Other mechanisms	Evaluation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased awareness at District, County and general public levels of air quality issues across the County Target emissions reduction: 0.01
Bromsgrove District Council_5.3.9	Smarter Choices - Choose How You Move marketing initiatives	Use of marketing and information methods to encourage use of sustainable travel modes and typically include workplace, school, residential, community, travel planning, car sharing and clubs, and awareness raising campaigns	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01
Bromsgrove District Council_5.4.4	Make air quality information more available and accessible	WRS to make all air quality documents available to the general public for access from the website	Public information and Education: Internet	Evaluation	Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved availability of air quality information. More information proactively published on website. Target emissions reduction: 0.01

Measure code	Description	Focus	Classification	Status	Other information
Bromsgrove District Council_5.5.1	Produce Air Quality Supplementary Planning Document	Document providing transparent and consistent advice to development control departments and developers relating to air quality	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Formally adopted and utilised AQ SPD at all six LPAs across Worcestershire Target emissions reduction: 0.01
Bromsgrove District Council_5.6.3	Air Quality Networks	Group of councils working in partnership to address air quality issues across those areas	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved cross boundary working between local authorities in Worcestershire Target emissions reduction: 0.01
Bromsgrove District Council_5.6.8	Forge closer links with local health agencies	Aiming to forge partnership with local health authorities such as Public Health England to improve knowledge and understanding of local air quality and associated health risks	Other measure: Other measure	Other	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Participation of relevant health agencies in the Worcestershire Air Quality Steering Group Target emissions reduction: 0.01
Bromsgrove District Council_5.3.4	Promote flexible working arrangements	Promotion of flexible working arrangements with local businesses to include working from home opportunities, staggered start times etc.	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in use of flexible working arrangements with local businesses. Target emissions reduction: 0.01
Bromsgrove District Council_5.3.8	Promote and support walking and cycling initiatives in Worcestershire	Initiative to encourage the uptake of walking and cycling by promoting the benefits using various packages such as The Chose How You Move Initiative	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Change in behaviour to more sustainable modes of transport e.g. walking, cycling, public transport Target emissions reduction: 0.01

Measure code	Description	Focus	Classification	Status	Other information
Bromsgrove District Council_LE6	Traffic exiting Barnsley Hall Road right. Action - no right turn restriction	Traffic exiting from junction causes delays in traffic flow in both directions along the A38. Proposed action is to make junction no right turn.	Traffic planning and management: Other measure	Other	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Decrease in obstruction to traffic flow Target emissions reduction: 0.01
Bromsgrove District Council_LE7	Turning right into Harvester PH from A38 south. Action - no right turn restriction	Traffic turning right into Harvester PH from the A38 causes a delay in traffic flow	Traffic planning and management: Other measure	Other	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow and reduction in NO2 Target emissions reduction: 0.01
Bromsgrove District Council_LE4	Narrowing of two lanes into one causes bottleneck at top of A38 south. Action - junction review	Two lanes changing into one at the top of the A38 southbound causing bottleneck and slowing of traffic. Action is to review and improve traffic system.	Traffic planning and management: Other measure	Other	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow and reduction in NO2 Target emissions reduction: 0.03
Bromsgrove District Council_NABD1	Expansion of motorway junction	Major expansion to junction to accommodate volume of traffic	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Expansion of junction Target emissions reduction: 5-10%
Bromsgrove District Council_NABD2	Investment in capacity enhancement of the A38 (Bromsgrove Eastern Bypass) Corridor	As part of the Bromsgrove District Plan and Worcestershire Strategic Economic Plan, it has been identified that major investment will be required in the A38 Bromsgrove Eastern Bypass to support development growth and improve the efficiency of this corridor.	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improvement of A38 Bromsgrove Eastern Bypass Target emissions reduction: 5-10%
Bromsgrove District Council_NABD3	Stopping up of the B4096 (Alcester Road/Old Birmingham Road)	The B4096 leads to residential areas either side of Junction 1 of the M42. Stopping up these accesses could significantly improve the efficiency of this junction, by reducing the accesses to the roundabout to only four arms.	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Removal of B4096 from Junction 1 of the M42 Target emissions reduction: 2-5%

Measure code	Description	Focus	Classification	Status	Other information
Bromsgrove District Council_RR7	Two in road bus stops on carriageway either side of central street canyon	Move to further along the road with more desirable pull in places	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: New location of bus stops, reduction in queuing traffic Target emissions reduction: 0.01
Bromsgrove District Council_WR3	Zebra crossing at Hanover Street/Worcester Road causes congestion	Replace zebra crossing with footbridge if considered feasible	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow in area. Increased number of pedestrians using footbridge. Target emissions reduction: 0.02
Bromsgrove District Council_WR9	Local and school traffic causes congestion exiting Shrubbery Road junction. Action - junction review	Propose WCC undertake a junction review to ascertain improvements to current and future predicted flows. Also relates to generic action of school travel plan	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flow in area of Shrubbery Road junction. Target emissions reduction: 0.01
Cannock Chase District Council_1	Junction Improvements at Churchbridge traffic island, A5	Reduced congestion will reduce emissions from the east bound lane of the A5 in Bridgtown, where standing traffic is in close proximity to residential property frontages. This in turn will hopefully improve air quality. Completion is due by summer 2015.	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Completion by Summer 2015 Target emissions reduction: Not identified. Likely to have moderate effect on congestion and air quality on approach roads. Approx 1ug/m3.
Cannock Chase District Council_2	ECO Stars Fleet Recognition Scheme	Reduce commercial fleet emissions	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Membership of Target emissions reduction: Based on other ECO Stars schemes, estimated emission reductions of 14 tonnes NOx / yr 0.55 tonnes PM10 / yr 1428 tonnes CO2 /yr can be expected for district.

Measure code	Description	Focus	Classification	Status	Other information
Cannock Chase District Council_3	Work with partners to encourage optimal utilisation of the M6 toll road	Remove HGVs from AQMA on A5	Traffic planning and management: Other measure	Preparation	Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Vehicle counts Target emissions reduction: Not identified.
Cannock Chase District Council_4	Junction Improvements at A5 / Walkmill Lane / North Street junction	Remove right hand turn, thereby providing lane for through traffic, positioned further from residential properties.	Traffic planning and management: Other measure	Implementation	Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Completion of improvements. Target emissions reduction: >1 ug/m3 reduction at receptor location. Emission reduction not calculated.
Cannock Chase District Council_5	Publicise VOSA 'Smoky Vehicle Hotline'	Addressing excessive particulate emissions from individual vehicles	Public Information and Education: Internet	Implementation	Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None available. VOSA unable to provide relevant data. Target emissions reduction: Small - Not quantifiable
Cannock Chase District Council_6	Staffordshire Share-a-Lift Scheme	Encourage car sharing for commuters	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None. Target emissions reduction: Small - Not quantified.
Cannock Chase District Council_7	Review of the road hierarchy and speed limits.	Improve traffic flow and address road safety issues	Traffic planning and management: Reduction of speed limits and control	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Not known. Target emissions reduction: Small - Not quantified.
Cannock Chase District Council_8	Encourage Provision of Cycleways	Modal shift from motor vehicles	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None Target emissions reduction: Small - Not quantified

Measure code	Description	Focus	Classification	Status	Other information
Cannock Chase District Council_9	Develop a design guidance for local developers in the Churchbridge to Longford area.	Planning Department led initiative to generally improve the environment in the vicinity of the AQMA.	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Other, please specify Indicator: None Target emissions reduction: Small - Not quantified.
Cannock Chase District Council_10	Control industrial emissions through current regulatory system.	Control industrial emissions	Permit systems and economic instruments: Other measure	Implementation	Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Industry including heat and power production Indicator: Statutory requirements Target emissions reduction: Not identified
Cannock Chase District Council_11	LDV/HDV advice on routing	Provision of vehicle operated signals at Churchbridge Traffic Islands to encourage traffic to use Lodge Lane in preference to A5 at busy times: Highways Agency to consider / model potential benefits and to continue to work to secure funding for this option.	Traffic planning and management: Other measure	Implementation	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Completion of scheme Target emissions reduction: Not identified
Coventry City Council_1	Cycle Coventry	New cycle routes, parking	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling Target emissions reduction: N/A
Coventry City Council_2	Pinch Point	Road Junction improvements	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2012 Expected end date: 2015 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A
Coventry City Council_3	Investment in Urban Traffic Control (UTMC)	Hi-tech traffic management technology	Traffic planning and management: Other measure	Implementation	Start date: 2010 Expected end date: 2014 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Coventry City Council_4	Junction A45/Kenilworth Road improvements	Upgrade has reduced congestion at busy junction	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduced traffic congestion Target emissions reduction: N/A
Coventry City Council_5	Ring road junction 1 improvements	Improve traffic flow and pedestrian/cycle crossing at busy junction 1	Traffic planning and management: Other measure	Planning	Start date: 2014 Expected end date: 2016 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A
Coventry City Council_6	Public Realm	City Centre sustainable travel initiative	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A
Coventry City Council_7	NUCKLE	Improved rail services on major commuter corridor	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2015 Spatial scale: National Source affected: Transport Indicator: Increased rail journeys Target emissions reduction: N/A
Coventry City Council_8	Whitley bridge construction	Reduce queuing at Jaguar/Land Rover site	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A
Coventry City Council_9	Friargate bridge construction	New bridge deck over ring road for sustainable travel	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A
Coventry City Council_10	Coventry Station Access Scheme	Access improvements to encourage rail use	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2019 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Increased rail journeys Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Coventry City Council_11	Electric vehicles	On-going trial of Low emissions vehicles within the City Councils fleet such as electric cars and hybrid technology	Public procurement: New vehicles, including low emission vehicles	Implementation	Start date: 2010 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased LEV journeys Target emissions reduction: N/A
Coventry City Council_12	Park and Ride South	Reduce car use. The service currently uses electric buses.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2009 Expected end date: 2010 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Decreased car journeys Target emissions reduction: N/A
Coventry City Council_13	M6 Active Traffic Management	Joint working to reduce traffic congestion	Traffic planning and management: Other measure	Implementation	Start date: 2010 Expected end date: 2015 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A
Coventry City Council_14	Tollbar Island Reconstruction	Joint working to reduce queuing on A46/A45.	Traffic planning and management: Other measure	Implementation	Start date: 2013 Expected end date: 2016 Spatial scale: National Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A
Coventry City Council_15	Heatline	Low carbon energy from waste	Low emission fuels for stationary and mobile sources: Other measure	Implementation	Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced Carbon/NO2 Target emissions reduction: N/A
Coventry City Council_16	Electric City	Charging points, driverless car initiatives	Public procurement: Other measure	Implementation	Start date: 2012 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Increased LEV journeys Target emissions reduction: N/A
Coventry City Council_17	Greener City	Green spine to City Centre - promoting walking, cycling	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Coventry City Council_18	Deculverting	Introduce more blue infrastructure to City Centre	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2012 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A
Coventry City Council_19	Broadgate square	Pedestrianisation and public open space	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A
Coventry City Council_20	Council House Square	Road narrowing and one-way system	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2013 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased cycling/walking Target emissions reduction: N/A
Coventry City Council_21	Liddice Place	Alterations to road junctions to improve traffic flow, widening and re-laying of new pedestrian footpaths.	Traffic planning and management: Other measure	Implementation	Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A
Coventry City Council_22	Gosford Street	Alterations to some road junctions to improve traffic flow and journey times, and widening and re-laying of new pedestrian footpaths.	Traffic planning and management: Other measure	Implementation	Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A
Coventry City Council_23	Belgrade Square	Alterations to some road junctions to improve traffic flow and journey times, and widening and re-laying of new pedestrian footpaths.	Traffic planning and management: Other measure	Implementation	Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased Congestion Target emissions reduction: N/A
Coventry City Council_24	Fuel Poverty Initiatives	Reduced emissions from domestic boilers	Low emission fuels for stationary and mobile sources: Other measure	Implementation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced NO2 emission Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Coventry City Council_25	Climate change Strategy	To reduce carbon dioxide emissions by 27.5 per cent. Anticipated similar reduction in NOx	Low emission fuels for stationary and mobile sources: Other measure	Implementation	Start date: 2008 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced NO2 emission Target emissions reduction: N/A
Coventry City Council_26	OLEV bid	Large-scale roll out of ultra low emission vehicles across Coventry's travel to work area	Public procurement: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased LEV journeys Target emissions reduction: N/A
Coventry City Council_27	Smarter Network, Smarter Choices	Sustainable Local Transport Fund bid - reducing shorter journeys	Public procurement: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A
Coventry City Council_28	Workplace Travel Plans	Monitor and advice service leading to coordination for all major employers	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2012 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased congestion Target emissions reduction: N/A
Coventry City Council_29	Devise Procurement Policy for fleet operators	Encourage low carbon vehicle purchase	Public procurement: New vehicles, including low emission vehicles	Implementation	Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased low carbon vehicle journeys Target emissions reduction: N/A
Coventry City Council_30	Biofuels in Council fleet	Feasibility study completed	Public procurement: New vehicles, including low emission vehicles	Implementation	Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased low carbon vehicle journeys Target emissions reduction: N/A
Coventry City Council_31	EV charging points	Expand City network	Public procurement: Other measure	Implementation	Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased LEV journeys Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Coventry City Council_32	City wide low carbon procurement code	Supply chain development to enhance sustainability	Public procurement: Other measure	Implementation	Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased low carbon vehicle journeys Target emissions reduction: N/A
Coventry City Council_33	Street Lighting PFI	Centrally controlled dimming street lighting	Other measure: Other measure	Implementation	Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduced Carbon/NO2 Target emissions reduction: N/A
Coventry City Council_34	Heatline	N/A	Other measure: Other measure	N/A	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced Carbon/NO2 Target emissions reduction: N/A
Coventry City Council_35	Traffic Regulation Order	Prohibit Euro I and Euro II buses from passing through the AQMA	Public procurement: Cleaner vehicle transport services	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduced NO2 emission Target emissions reduction: N/A
Coventry City Council_36	Pool Meadow	Better sustainable transport access to main bus station -greater use of Pool Meadow Bus Station by creating a two-way bus and bicycle only route across the currently pedestrianised areas	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Reduced congestion Target emissions reduction: N/A
Coventry City Council_37	Relocation of Taxi ranking	Remove source of emissions in priority areas congested street canyon	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Reduced NO2 emission Target emissions reduction: N/A
Coventry City Council_38	Bus Showcase Route	Showcase service along critical routes Walsgrave / Ansty Road corridor	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Increased bus journeys Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Coventry City Council_39	On-street parking enforcement	Reduce illegal parking which restricts traffic flows	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduced Congestion Target emissions reduction: N/A
Coventry City Council_40	Improvements in taxi fleet	Introduce newer vehicles with less emissions	Public procurement: Cleaner vehicle transport services	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduced NO2 emission Target emissions reduction: N/A
Coventry City Council_41	Control of Industrial emissions	Active regulation its processes under the Pollution Prevention and Control Act 2000.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Industry including heat and power production Indicator: Reduced NO2 emission Target emissions reduction: N/A
Coventry City Council_42	Emissions from domestic sources	Enforce the provisions of the Clean Air Act 1993 as applied to stack height provision and dark smoke offences	Low emission fuels for stationary and mobile sources: Other measure	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduced NO2 emission Target emissions reduction: N/A
Coventry City Council_43	Bonfires	Enforce the provisions of the Clean Air Act 1993 etc.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduced NO2 emission Target emissions reduction: N/A
Coventry City Council_44	Public Information	Raise public awareness of air pollution through newsletters and displays around the city	Low emission fuels for stationary and mobile sources: Other measure	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduced NO2 emission Target emissions reduction: N/A
Coventry City Council_45	Rush hour challenge	High profile Corporate sustainable transport event	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduced congestion Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Coventry City Council_46	Sustainable Schools Steering Group	Education on sustainability to schools	Low emission fuels for stationary and mobile sources: Other measure	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduced NO2 emission Target emissions reduction: N/A
Coventry City Council_47	Low Emission Strategy	Overarching Low Emission Strategy for the 7 West Midlands Authorities to improve emissions and concentrations of NO2 and particulates while also seeking to exploit the synergies of CO2 and noise reduction, where possible, through the transformation of the West Midlands vehicle fleet	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Adoption of the Low Emission Strategy within each Local Authority area. Target emissions reduction: N/A
Coventry City Council_48	Planning Guidance	Develop a regional Good Practice Planning Guidance which protect residents of future development schemes from exposure to air pollution. The Guidance promote a simplified assessment criteria and definition of sustainability, Incorporates mitigation as standard to help counter cumulative impacts. Applies a procedure for evaluating additional requirements for mitigation and compensation using cost damage analysis.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: N/A
Coventry City Council_49	Procurement Guidance	Develop a regional Good Practice Procurement document with the following key policies and benefits: Local sourcing (reduced vehicle mileage), Sustainable fleet demonstration, specification and contract award criteria, including Government Buying Standards considerations. Development of Whole Life Cost model, including damage costs of environmental impact. Innovative procurement. Development of public private partnerships.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Coventry City Council_50	Low Emission Zone Feasibility	A technical study into the feasibility of creating a transferable LEZ model for the West Midlands. A range of scenarios were selected (City Centre / Motorway / Street Canyon and Urban Corridor).The study assess the benefits and dis-benefits of emission control policies on key vehicle types for each scenario, including cost benefit analysis and potential costing for implementation, as well as Health Impact Assessment (HIA) of the most effective intervention measures	Traffic planning and management: Low emission zones	Evaluation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions/pollutant concentrations. Target emissions reduction: N/A
Dudley Metropolitan Borough Council_1	AP1 Road Network Improvements	Netherton, Traffic Signal Improvements	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.

This information is out of date.

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_2	AP1 Road Network Improvements	Windmill Hill, Highway and Pedestrian Improvements	Traffic planning and management: Reduction of speed limits and control	Implementation	<p>Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>
Dudley Metropolitan Borough Council_3	AP1 Road Network Improvements	Pensnett, High Street, highways alterations to improve traffic flow.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	<p>Start date: 2017 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_4	AP1 Road Network Improvements	Traffic Signal Improvements and Upgrade of Pedestrian Crossing Facilities in the Quarry Bank Area	Traffic planning and management: Encouragement of shift of transport modes	Implementation	<p>Start date: 2010 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>
Dudley Metropolitan Borough Council_5	AP1 Road Network Improvements	The Installation of Urban Traffic Control CCTV Cameras at Key Junctions	Traffic planning and management: Other measure	Implementation	<p>Start date: 2009 Expected end date: 2012 Spatial scale: Whole agglomeration Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_6	AP1 Road Network Improvements	The Installation of a Right Turning Lane at the Junction between Dudley St and Vicar St., Sedgley	Traffic planning and management: Encouragement of shift of transport modes	Implementation	<p>Start date: 2012 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>
Dudley Metropolitan Borough Council_7	AP1 Road Network Improvements	The Installation of a Pedestrian Crossing in Priory Road, Dudley	Traffic planning and management: Improvement of public transport	Evaluation	<p>Start date: 2013 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_8	AP1 Road Network Improvements	Upgrade of Traffic Signals at the B4175/B4176 Junction	Traffic planning and management: Encouragement of shift of transport modes	Planning	<p>Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>
Dudley Metropolitan Borough Council_9	AP1 Road Network Improvements	Minor Road and Junction Improvements at Stourbridge Road, Halesowen and Vicarage Road, Amblecote	Traffic planning and management: Encouragement of shift of transport modes	Implementation	<p>Start date: 2010 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_10	AP1 Road Network Improvements	Major Junction Improvement at Burnt Tree Island	Traffic planning and management: Other measure	Evaluation	<p>Start date: 2011 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>
Dudley Metropolitan Borough Council_11	AP1 Road Network Improvements	Completion of Minor Elements Associated With the Brierley Hill Sustainable Access Network (BHSAAN)	Traffic planning and management: Other measure	Implementation	<p>Start date: 2008 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_12	AP 2 Improving Public Transport & Rail Freight Facilities	Developing and Delivering Bus Infrastructure Improvements via Implementation of Voluntary Bus Partnership Commitments.	Traffic planning and management: Improvement of public transport	Implementation	<p>Start date: 2010 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>
Dudley Metropolitan Borough Council_13	AP 2 Improving Public Transport & Rail Freight Facilities	Extending the WM metro link to Merry Hill	Traffic planning and management: Other measure	Planning	<p>Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_14	AP 2 Improving Public Transport & Rail Freight Facilities	Improving Rail Freight Capabilities	Traffic planning and management: Freight transport measure	Other	<p>Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>
Dudley Metropolitan Borough Council_15	AP 2 Improving Public Transport & Rail Freight Facilities	Provision of Better Information for Passengers at Key Railway Interchange Facilities, e.g. Cradley	Public information and Education: Other mechanisms	Implementation	<p>Start date: 2014 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: 1. Maintain average AM peak journey speeds on the Met-wide Local Authority "A" road network at recent levels through to 2015/16. 2011/12 Figure 20.0mph (+0.5%) - On target. 2. Increase the proportion of trips by public transport into the 9 strategic LTP centres as a whole during the AM peak to 50% by 2015/16. 2011/2012 Figure 48.0% (up by 1% on baseline)- On Target. 3. To limit annual road traffic growth to between 3% and 6% between 2009 and 2015. 2011/2012 Figure -0.3%- On Target Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_16	AP 3 Reducing Vehicle Emissions	Roadside Emission Testing (RET)	Other measure: Other measure	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: RET feasibility study to be completed and reported to the head of service by 31/03/11. Target emissions reduction: N/A
Dudley Metropolitan Borough Council_17	AP 3 Reducing Vehicle Emissions	Improving the DMBC Fleet	Other measure: Other measure	Planning	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Dudley Metropolitan Borough Council_18	AP 3 Reducing Vehicle Emissions	Reducing Idling Emissions	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Feasibility study for reducing idling emissions to be completed and reported to the head of service by 31/03/11. Website upgrade, preparation and distribution of promotional material including signage for bus stations and layover points and Council driver training will be completed by 31/03/2013. Target emissions reduction: N/A
Dudley Metropolitan Borough Council_19	AP 3 Reducing Vehicle Emissions	Encouraging the Uptake of Low Emissions Vehicles	Traffic planning and management: Differentiation of parking fees	Other	Start date: 2011 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: The investigation into encouraging the uptake of low emission vehicles has been completed and reported to the head of service by 31/03/12 as identified in the EP Service Plan. Target emissions reduction: N/A
Dudley Metropolitan Borough Council_20	AP 3 Reducing Vehicle Emissions	Reporting Smoky Vehicles	Traffic planning and management: Other measure	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: EP Service Plan 2010 / 11, to upgrade the web site by 31 03 10. Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_21	AP4 Land Use Planning Initiatives	Revision of Planning Obligations Supplementary Planning Document	Other measure: Other measure	Implementation	Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: To have the modified Planning Obligations SPD adopted by DMBC by 31/12/11. Target emissions reduction: N/A
Dudley Metropolitan Borough Council_22	AP4 Land Use Planning Initiatives	Member and Officer Training	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: To complete officer training by 31/03/13 - the EP Service Plan (Amended target) Target emissions reduction: N/A
Dudley Metropolitan Borough Council_23	AP4 Land Use Planning Initiatives	Monitoring the Effectiveness of Air Quality Planning Recommendations	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: To meet the Black Country Core Strategy target LOIENV8- proportion of planning permissions granted in accordance with air quality sections recommendations – 100% Target emissions reduction: N/A
Dudley Metropolitan Borough Council_24	AP4 Land Use Planning Initiatives	Providing Professional Advice to Development Control	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: To update Air Quality Advice Note, produce modelled map of the borough and disseminate the information to planning officers by the 31/09/12 - the EP Service Plan Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_25	AP6 Information & Awareness Raising	Publicity for Air Quality & Effective Use of Websites	Public information and Education: Internet	Implementation	<p>Start date: 2011 Expected end date: 2013 Spatial scale: Local Source affected: Transport Indicator: To ensure that ratified NO2 data is provided via The Council website and updated on an annual basis no later than 31st May each year. To carry out the schools education initiative and deploy NOx diffusion tubes at a minimum of 5 schools per year. Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>
Dudley Metropolitan Borough Council_26	AP6 Information & Awareness Raising	Awareness Raising of Air Quality Issues at Schools within Dudley	Traffic planning and management: Encouragement of shift of transport modes	Implementation	<p>Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: To complete the redevelopment of the DMBC schools website by 31/06/11. Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>
Dudley Metropolitan Borough Council_27	AP 7 Encouraging Changes in Travel Behaviour	DMBC Travel Plans for Employees. Increase the number of employees working in companies with a Travel Plan to 18%- The amended Traffic and Transportation Service Plan.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	<p>Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Increase the number of employees working in companies with a Travel Plan to 18%- The amended Traffic and Transportation Service Plan. Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.</p>

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_28	AP 7 Encouraging Changes in Travel Behaviour	New Developments and Voluntary Uptake by Businesses. Increase the number of employees working in companies with a Travel Plan to 18%- The amended Traffic and Transportation Service Plan.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Increase the number of employees working in companies with a Travel Plan to 18%- The amended Traffic and Transportation Service Plan. Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.
Dudley Metropolitan Borough Council_29	AP 7 Encouraging Changes in Travel Behaviour	Cycle Purchase Scheme for DMBC Employees	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Increase the West Midlands Active Travel index by 5% from the 2010/11 baseline of 100 by 2015/16 Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.
Dudley Metropolitan Borough Council_30	AP 7 Encouraging Changes in Travel Behaviour	Travelwise for the General Public Schools and Businesses. 100% of schools to have travel plans by 2011 and to at least maintain the proportion of children (aged 5 to 15) travelling to school by non-car modes between 09/10 and 15/16.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2007 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: 100% of schools to have travel plans by 2011 and to at least maintain the proportion of children (aged 5 to 15) travelling to school by non-car modes between 09/10 and 15/16. Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_31	Low Emission Strategy- West Midlands LETC Programme	Overarching Low Emission Strategy for the 7 West Midlands Authorities to improve emissions and concentrations of NO2 and particulates while also seeking to exploit the synergies of CO2 and noise reduction, where possible, through the transformation of the West Midlands vehicle fleet	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Adoption of the Low Emission Strategy within each Local Authority area. Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.
Dudley Metropolitan Borough Council_32	Planning Guidance - West Midlands LETC Programme	Develop a regional Good Practice Planning Guidance which protects residents of future development schemes from exposure to air pollution. The Guidance promotes a simplified assessment criteria and definition of sustainability, Incorporates mitigation as standard to help counter cumulative impacts. Applies a procedure for evaluating additional requirements for mitigation and compensation using cost damage analysis.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.
Dudley Metropolitan Borough Council_33	Procurement Guidance - West Midlands LETC Programme	Develop a regional Good Practice Procurement document with the following key policies and benefits: Local sourcing (reduced vehicle mileage), Sustainable fleet demonstration, specification and contract award criteria, including Government Buying Standards considerations. Development of Whole Life Cost model, including damage costs of environmental impact. Innovative procurement. Development of public private partnerships.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_34	Low Emission Zone Feasibility - West Midlands LETC Programme	A technical study into the feasibility of creating a transferable LEZ model for the West Midlands. A range of scenarios were selected (City Centre / Motorway / Street Canyon and Urban Corridor).The study assesses the benefits and dis-benefits of emission control policies on key vehicle types for each scenario, including cost benefit analysis and potential costing for implementation, as well as Health Impact Assessment (HIA) of the most effective intervention measures	Traffic planning and management: Low emission zones	Evaluation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions /pollutant concentrations. Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.
Dudley Metropolitan Borough Council_35	Parking standards SPD	Requirement for EV charging	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: EV charging installed Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.
Dudley Metropolitan Borough Council_36	Black country AQ SPD	Mitigation for development proposals. Operates in unison with measure Dudley Metropolitan Borough Council_32.	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: SPD Adopted Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.
Dudley Metropolitan Borough Council_37	CVTF	Lower emissions from school and college transport	Retrofitting: Retrofitting emission control equipment to vehicles	Implementation	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Coaches retrofitted Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.

Measure code	Description	Focus	Classification	Status	Other information
Dudley Metropolitan Borough Council_38	Defra AQ grant 2014/15	The encouragement of cycling and walking and traffic management issues	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Crossing and cycle way installed Target emissions reduction: To demonstrate an ongoing reduction of at least 1% in average roadside NO2 concs. over a rolling five year period. 2010-2014 (provisional) figure =2.1%. On track.
East Staffordshire Borough Council_1	To investigate the feasibility of Real Time Passenger Information (RTPI) for buses	Installation of RTPI would give live information on bus routes , times, delays etc. to help improve connectivity within the town and take up of alternative transport modes	Traffic planning and management: Improvement of public transport	Planning	Start date: 2010 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Bus Information & Awareness Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_2	To increase bus access, reliability and promote the enforcement of bus/cycle only access, in turn improving pedestrian safety	To implement measures on High Street, New Street and Union Street in Burton upon Trent	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2008 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Bus Priority Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_3	To promote and publicise new sustainable transport facilities.	To encourage existing companies to implement Travel Plans and to implement wider travel plans for new local developments	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2012 Expected end date: 2031 Spatial scale: Local Source affected: Transport Indicator: Promoting smarter travel Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_4	To make improvements to bus routes and infrastructure along designated routes through the town.	Improvements to bus access, bus stop infrastructure improvements, information provision, raised kerbs and low floor vehicles	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2008 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Public Transport Partnership Routes (PTPR) Target emissions reduction: Quantity Unknown

Measure code	Description	Focus	Classification	Status	Other information
East Staffordshire Borough Council_5	To expand cycling provision in Burton	Introduce new National Cycle Network (NCN's) routes and several local links	Traffic planning and management: Expansion of bicycle and pedestrian infrastructure	Implementation	Start date: 2008 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Cycle links and crossings Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_6	To promote and publicise new sustainable transport facilities.	Designated pedestrian routes at key points within the AQMA	Traffic planning and management: Other measure	Implementation	Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Pedestrian Improvements Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_7	Burton Railway Station forecourt improvements	To upgrade and improve the layout of Burton Railway Station and bridge strengthening works	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2010 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Railway station infrastructure & access Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_8	Improve traffic flow on key routes through the Town	A511 and A5189 Route Strategies	Traffic planning and management: Other measure	Implementation	Start date: 2008 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Junction Improvements Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_9	To improve traffic flow along the Wellington Road corridor	Signalisation and widening of the highway	Traffic planning and management: Other measure	Implementation	Start date: 2008 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Highway capacity improvements Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_10	Travel Plan	To review and bring up to date the Travel Plan for East Staffordshire Borough Council staff	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2008 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Promoting smarter travel Target emissions reduction: Exact quantity unknown

Measure code	Description	Focus	Classification	Status	Other information
East Staffordshire Borough Council_11	Council waste fleet route review	To review current waste fleet routes and implement more efficient routing	Other measure: Other measure	Implementation	Start date: 2008 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Route optimisation Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_12	Home Working Policy	To review the current policy for staff working from home	Other measure: Other measure	Implementation	Start date: 2009 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Home Working Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_13	Promoting public transport	Free bus taster tickets for East Staffordshire Borough Council Staff	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2009 Expected end date: 2009 Spatial scale: Whole town or city Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: Quantity Unknown
East Staffordshire Borough Council_14	Eco-driving promotion	Article published in the Council newsletter and Taxi Licensing newsletter to promote eco-driving	Public information and Education: Other mechanisms	Implementation	Start date: 2009 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: Minimal impact
East Staffordshire Borough Council_15	Electric bikes	Trialled and purchased 1 electric bike for neighbourhood wardens	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2010 Spatial scale: Whole town or city Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: Minimal impact
East Staffordshire Borough Council_16	Promoting car-sharing	A car-sharing database was implemented for Council Staff	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: Minimal impact

Measure code	Description	Focus	Classification	Status	Other information
East Staffordshire Borough Council_17	Promoting alternatives to single car occupancy	Staff were tasked with finding alternatives to single car occupancy for 10% of their time over 3 months	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: Minimal impact
East Staffordshire Borough Council_18	Promoting cycling	Promotion of cycle scheme during workplace health days	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: Take up unknown
East Staffordshire Borough Council_19	Green Travel Promotion	Alternative travel options promoted to public within an exemplar property	Public information and Education: Other mechanisms	Implementation	Start date: 2012 Expected end date: 2012 Spatial scale: Whole town or city Source affected: Transport Indicator: Promotional Campaign Target emissions reduction: N/A
East Staffordshire Borough Council_20	Eco-Stars Recognition Scheme	ECO Stars proactively encourages commercial vehicle operators to operate cleaner vehicles and implement robust fuel management programmes, including elements of driver skills development, vehicle specification and maintenance, use of support systems and performance monitoring and targeting.	Other measure: Other measure	Planning	Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Eco-Stars Fleet Recognition Scheme Target emissions reduction: 14 tonnes NOx / yr 0.55 tonnes PM10 / yr 1428 tonnes CO2 /yr
Lichfield City Council_1	Muckley Corner Improvement Scheme	Reducing congestion at Muckley Corner roundabout	Traffic planning and management: Other measure	Other	Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Muckley Corner AQMA Target emissions reduction: 0.025
Lichfield City Council_2	A5/A5148 Wall Island Roundabout Improvement Scheme	Reducing congestion at the A5/A5148 roundabout. This will also reduce congestion at the Muckley Corner roundabout	Traffic planning and management: Other measure	Preparation	Start date: 2014 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Muckley Corner AQMA Target emissions reduction: 0.025

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

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

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

Measure code	Description	Focus	Classification	Status	Other information
Lichfield City Council_18	Work in partnership with the County Council to increase uptake and implementation of School Travel Plans, Workplace Travel Plans and Residential Travel Plans	Reducing transport emissions in Lichfield (inc. Fradley)	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2016 Expected end date: 2028 Spatial scale: Local Source affected: Transport Indicator: Annual mean NO2 concentrations in Lichfield including AQMA and Fradley area Target emissions reduction: 0.001
Newcastle-under-Lyme Borough Council_1	Staffordshire ECO-Stars Scheme	Fleet operators	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_2	Air Quality action plan - Newcastle under Lyme Town Centre	NO2 reduction	Traffic planning and management: Other measure	Preparation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_3	Air Quality Action plan - Kids Grove Town Centre	NO2 reduction	Traffic planning and management: Other measure	Preparation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_4	Air Quality action plan - Maybank, Wolstanton, Porthill	NO2 reduction	Traffic planning and management: Other measure	Preparation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_5	Air Quality action plan - Little Madeley	NO2 reduction	Traffic planning and management: Other measure	Preparation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_6	Identification of premises requiring an Environmental Permit	Compliance with statutory obligations	Permit systems and economic instruments: Other measure	Other	Start date: 2015 Expected end date: 2030 Spatial scale: National Source affected: Transport Indicator: N/A Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Newcastle-under-Lyme Borough Council_7	Development of Air Quality Strategy for Newcastle under Lyme	Compliance and improvement and maintenance of aq	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_8	Supplementary planning guidance / developers guidance relating to AQ including potential damage cost mitigation formula	Compliance	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_9	Identification of AQ related policies supported by evidence for inclusion in New Newcastle under Lyme and Stoke on Trent joint local plan	Compliance and improvement and maintenance of aq	Other measure: Other measure	Other	Start date: 2018 Expected end date: 2030 Spatial scale: Local Source affected: Agriculture Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_10	Improving access to rail services at Kidsgrove by installing an accessible to all footbridge/ Improved Bus / Rail Interchange and waiting facilities with RTP1, safer pedestrian and cycle access routes and taxi facilities	Rail users	Traffic planning and management: Improvement of public transport	Planning	Start date: 2017 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_11	Barracks Road Bus Priority	Bus users	Public information and Education: Other mechanisms	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_12	Improved bus facilities at Keele University	N/A	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_13	SMART Bus Ticket Multi-operator)	Bus users	Other measure: Other measure	Implementation	Start date: 2010 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A

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

Measure code	Description	Focus	Classification	Status	Other information
Newcastle-under-Lyme Borough Council_20	Discretionary Travel Allowance scheme free 24/7 bus transport to people of pensionable age or with a disability, plus carer and under 20's travel for £1 per journey	Bus users	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_21	Etruria Valley Link Road and Etruria Valley Development Enterprise Zone which will in part reduce congestion on the local highway network and reduce severance for transport users. This will involve four phases 1. A new bridge over the west coast mainline from the Wolstanton Junction of the A500. 2. Improvements to existing roundabouts on the A500 at Wolstanton. 3. Widening the A500 to three lanes between Porthill and Wolstanton	Sustainable transport choices	Traffic planning and management: Other measure	Other	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_22	(Cycle Network : National and Local) Improving and closing gaps in the National Cycle Network 5 / 555 and links to employment and services around Keele University which currently forces people onto the A525 Keele Road and closing the gap North of Chatterley Valley employment area on Lowland's Road	Sustainable transport choices	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_25	Newcastle Town Centre Local Transport Package: Package of measures to improve the public realm and improve links to pedestrians and cyclists across the ring road and to accommodate residual traffic and improve bus links and bus priority measures.	Sustainable transport choices	Other measure: Other measure	Implementation	Start date: 2013 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Newcastle-under-Lyme Borough Council_26	Chatterley Valley sustainable transport package: To utilise a developer funding pot once the Chatterley Valley site is developed, supported to improve access by cycle, walking and facilitate travel planning and smarter choice projects.	N/A	Other measure: Other measure	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Nuneaton and Bedworth Borough Council_1	Identify and bring forward traffic management improvements in Nuneaton town centre, particularly where they will benefit the two AQMAs.	N/A	Traffic planning and management: Other measure	Preparation	Start date: 2012 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Number of measures implemented or started Target emissions reduction: 1-2 µg/m3
Nuneaton and Bedworth Borough Council_2	Identify measures to reduce the impact of HGV movements within the area.	N/A	Traffic planning and management: Other measure	Other	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Measures to reduce HGV movements Number of measures approved by WCC Number of measures implemented/started Target emissions reduction: 0.2 – 0.5 µg/m3
Nuneaton and Bedworth Borough Council_3	Improvements for pedestrians and cyclists within the area.	N/A	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2005 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Metres of paths improved / developed for pedestrians and cyclists in Nuneaton particularly in AQMAs. Target emissions reduction: 0.2 – 0.5 µg/m3
Nuneaton and Bedworth Borough Council_4	Integration of public transport in Nuneaton, including improvements for bus, rail and community transport infrastructure and services.	N/A	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: No. of improvement Target emissions reduction: 0.2 – 0.5 µg/m3
Nuneaton and Bedworth Borough Council_5	School and Workplace Travel Plans	N/A	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2008 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of new travel plans in place. Target emissions reduction: 0.2 – 0.5 µg/m3

Measure code	Description	Focus	Classification	Status	Other information
Nuneaton and Bedworth Borough Council_6	Work with partners to deliver improvements in vehicle emissions.	N/A	Public procurement: Cleaner vehicle transport services	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of new / improved vehicles within fleets Target emissions reduction: 1-2 µg/m3
Nuneaton and Bedworth Borough Council_7	Work together with partners to promote and implement energy efficiency measures	N/A	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of consultations provided Council's energy efficiency figures Target emissions reduction: 0 - 0.2 µg/m3
Rugby Borough Council_1	Rugby Western Relief Road	Serve new development at Cawston, Swift Valley, Malpass Farm and Coton Park, and reduce the impact of traffic within the town centre.	Traffic planning and management: Other measure	Evaluation	Start date: 2007 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: 0.12
Rugby Borough Council_2	Warwick Street Gyratory Improvements	Manage the impact of traffic accessing and passing through the town centre, along with planned housing and employment growth within the town.	Traffic planning and management: Other measure	Implementation	Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: Not specified
Rugby Borough Council_3	Improvements to Church Street/North Street	Reduce the impact of traffic on the town centre, and allow better access for pedestrians and cyclists.	Traffic planning and management: Encouragement of shift of transport modes	Other	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: Not specified

Measure code	Description	Focus	Classification	Status	Other information
Rugby Borough Council_4	Decriminalisation of Parking Enforcement within Rugby Borough	Improve the management of traffic within the town centre and the impact of illegal parking.	Traffic planning and management: Management of parking places	Evaluation	Start date: 2006 Expected end date: 2006 Spatial scale: Whole town or city Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: Not specified
Rugby Borough Council_5	Rugby Town Centre 20:20 Vision	Improve public transport.	Traffic planning and management: Improvement of public transport	Planning	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: Not specified
Rugby Borough Council_6	Re-routing traffic – Lorry Route Maps and agreements	Reduce the impact of heavy goods vehicles on the transport network of the Borough.	Traffic planning and management: Freight transport measure	Implementation	Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in complaints regarding inappropriate lorry movements Target emissions reduction: Not specified
Rugby Borough Council_7	Variable Message Signing	Reduce the impact of circulating traffic seeking access to the town centre car parks.	Traffic planning and management: Other measure	Implementation	Start date: 2009 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Implementation of the scheme in full Target emissions reduction: Not specified
Rugby Borough Council_8	Enforcement of Idling Vehicle Legislation	Reduce number of idling vehicle improving local air quality by reducing emissions to air.	Traffic planning and management: Other measure	Other	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Currently N/A Target emissions reduction: Currently N/A
Rugby Borough Council_9	Improve the Borough Council Fleet (interims of emissions)	As vehicles are replaced, they are replaced with lower emission vehicles.	Other measure: Other measure	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Not specified Target emissions reduction: Not specified

Measure code	Description	Focus	Classification	Status	Other information
Rugby Borough Council_10	Improve Bus Emissions	The County Council is working with the principal bus operators within the town to reduce bus emissions through their fleet renewal process, and on individual routes when they are upgraded to QBC status.	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Not specified. Target emissions reduction: Not specified
Rugby Borough Council_11	Cycling	Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in cycling as a result of individual scheme implementation Target emissions reduction: Not specified
Rugby Borough Council_12	Walking	Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in walking (football) as a result of individual scheme implementation Target emissions reduction: Not specified
Rugby Borough Council_13	Workplace Travel Plans	Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of Travel Plans agreed with existing employers and as part of new development Target emissions reduction: Not specified
Rugby Borough Council_14	School Travel Plans and Safer Routes to School	Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in the number of car-based journeys to school Target emissions reduction: Not specified

Measure code	Description	Focus	Classification	Status	Other information
Rugby Borough Council_15	Public Transport Strategy, including the Bus Strategy	Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in bus patronage Target emissions reduction: Not specified
Rugby Borough Council_16	Travel Awareness Campaigns	Reduce the impact of traffic on the transport network of the Borough (particularly within the urban area of Rugby) by encouraging a shift towards sustainable modes of transport.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in the number of car-based journeys being made within the Borough Target emissions reduction: Not specified
Rugby Borough Council_17	Energy efficiency improvements to Rugby housing & the reduction of fuel poverty. Corporate Property	Reduction of carbon emissions from domestic dwellings, the reduction of residents' fuel bills & the alleviation of ill health due to cold, damp housing.	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: HECA report published March 13, and will be updated at two yearly intervals.. Target emissions reduction: We aim to reduce CO2 emissions in the housing sector to 165.8kt CO2 of 2009 (207.3kt CO2) levels by 2020. This will be equivalent to a 20% reduction.
Rugby Borough Council_18	Control Of Industrial Emissions	Reduce the environmental impact of industrial processes through pollution control regulation	Permit systems and economic instruments: IPPC permits	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Industry including heat and power production Indicator: 99.24% compliance improvements Target emissions reduction: Not specified
Rugby Borough Council_19	Emissions from Domestic and Commercial Sources	Prevent and/or reduce environmental impacts from domestic and commercial emissions.	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: Reduction in complaints. Target emissions reduction: Not specified

Measure code	Description	Focus	Classification	Status	Other information
Rugby Borough Council_20	Control of Bonfires	Prevent and/or reduce environmental impacts from domestic and commercial emissions.	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Reduction in complaints Target emissions reduction: Not specified
Rugby Borough Council_21	Planning Development and Planning Applications	Air quality assessments have been requested for land use planning developments that meet AQMA thresholds in the Rugby Borough Local Plan (July 2006). The requirements for future assessments have now been embodied in a new Planning Obligations Supplementary Planning Document adopted in March 2012. This is to ensure that new development does not result in a significant increase in the production of air pollutants and that opportunities are taken to improve air quality, where possible. In some instances where an AQMA threshold has not been met, official discretionary measures have been utilised where it is felt that a proposed land use development has potential to impact on air quality and should be a material consideration.	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Not specified Target emissions reduction: Not specified
Sandwell Metropolitan Borough Council_1	Birmingham Road (A457) Oldbury - Possible Relocation of Existing Residential Receptors	Removal of residents from identified NO2 exceedance area	Other measure: Other measure	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Other, please specify Indicator: Reduction in residential exposure Target emissions reduction: No Reduction identified
Sandwell Metropolitan Borough Council_2	Birmingham Road (A457) Oldbury - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Evaluation	Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Reduction in NO2 and PM10 Concentrations Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Sandwell Metropolitan Borough Council_3	Dudley Road East /Roway Lane Oldbury - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Evaluation	Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Reduction in NO2 and PM10 Concentrations Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_4	M5 J1-J2, Oldbury & West Bromwich & M6 J7-J8/M5, Great Barr & Yew Tree	Improvements to traffic flow on M6 through implementing a programme to reduce incident response times to 20 minutes (from 60 minutes) 24 hours a day, seven days a week	Traffic planning and management: Other measure	Evaluation	Start date: 2009 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Reduction in Incident Response Time Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_5	M5 J1-J2, Oldbury & West Bromwich & M6 J7-J8/M5, Great Barr & Yew Tree	An improved system of contingency planning for the motorway network to improve traffic flows	Traffic planning and management: Other measure	Evaluation	Start date: 2009 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved planning - Regular review of procedures and policies Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_6	M5 J1-J2, Oldbury & West Bromwich & M6 J7-J8/M5, Great Barr & Yew Tree	Evaluate the suitability of active traffic management to improve traffic flows on the M6	Traffic planning and management: Other measure	Evaluation	Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved Traffic Flows and Emission Reduction Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_7	Regional Motorway Improvements	A planned link between the M54 and M6/M6 Toll to relieve congestion on M6 Junctions 8-10A	Traffic planning and management: Other measure	Planning	Start date: 2013 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved Traffic Flows and Emission Reduction Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_8	M5 J1-J2, Oldbury & West Bromwich & M6 J7-J8/M5, Great Barr & Yew Tree	Ramp metering of junctions 1&2 M5 and junctions 11&16 M6	Traffic planning and management: Other measure	Evaluation	Start date: 2008 Expected end date: 2008 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Sandwell Metropolitan Borough Council_9	Newton Rd / Birmingham Rd (A34) Great Barr - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Evaluation	Start date: 2009 Expected end date: 2010 Spatial scale: Local Source affected: Transport Indicator: Improved Traffic Flows and Emission Reduction Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_10	Metro Extension (Phase 2 Varsity North)	Enlarging Metro network and increasing patronage	Traffic planning and management: Improvement of public transport	Other	Start date: 2014 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: New route introduced and increase in patronage. Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_11	Bearwood Road - Bus Showcase	Upgrade bus infrastructure to improve patron experience and patronage.	Traffic planning and management: Improvement of public transport	Evaluation	Start date: 2008 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Increases bus patronage Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_12	Metro Extension (Birmingham West route - Hagley Road)	Enlarging Metro network and increasing patronage	Traffic planning and management: Improvement of public transport	Evaluation	Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduction in congestion due to extra routes and patronage Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_13	Hagley Road (A456) Bearwood - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Evaluation	Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_14	Blackheath Bypass	New bypass, plus implementation of scheme to maximise use of bypass. Potential 40% reduction in emission may be achieved in town centre	Traffic planning and management: Other measure	Evaluation	Start date: 2005 Expected end date: 2006 Spatial scale: Local Source affected: Transport Indicator: Reduction in vehicles in Town Centre Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Sandwell Metropolitan Borough Council_15	Blackheath - 'In Town Without My Car Day'	Encourage Town centres users to travel by alternative methods.	Traffic planning and management: Encouragement of shift of transport modes	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Reduction in vehicles in Town Centre Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_16	High Street / Powke Lane Blackheath - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_17	Bromford Lane (Inc Kelvin Way / Brandon Way) West Bromwich - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Evaluation	Start date: 2012 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_18	Trinity Way / Kenrick Way West Bromwich - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Evaluation	Start date: 2012 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved Traffic Flows and Emission Reduction Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_19	All Saints Way / Expressway (A41) West Bromwich junction improvements	Construction of an underpass beneath existing junction.	Traffic planning and management: Other measure	Evaluation	Start date: 2010 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_20	All Saints Way / Expressway (A41) West Bromwich - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Evaluation	Start date: 2010 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Sandwell Metropolitan Borough Council_21	Sedgley Road East /Dudley Port Tipton - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_22	Soho Way /Grove Lane / Cranford Street - Red Route treatment including the control of parking to ease congestion.	Improving traffic flow	Traffic planning and management: Other measure	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_23	Reducing Council Vehicle Emissions	Purchased vehicles to meet progressively tighter emission controls	Other measure: Other measure	Implementation	Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved Vehicle Fleet Makeup Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_24	Promotion of Eco -Driving	Develop strategy to encourage drivers to drive economically	Public information and Education: Other mechanisms	Implementation	Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_25	Anti -Idling	Encourage drivers to switch off engines when stationary	Traffic planning and management: Other measure	Other	Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved vehicle emissions Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_26	Vehicle Emission Testing	Establish a programme of vehicle emission testing	Other measure: Other measure	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved vehicle emissions Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_27	Improving Public Transport	Showcase Bus Route Improvements	Traffic planning and management: Improvement of public transport	Evaluation	Start date: 2007 Expected end date: 2009 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Sandwell Metropolitan Borough Council_28	Improving Public Transport Branding	Ongoing programme of brand improvement and public awareness including Safer Network, Improved Connections, Signage and Access.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2008 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved user patronage / user surveys Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_29	Improving Public Transport Information	Implementation of the CENTRO Network 'N' Brand increases awareness of transport availability, interconnectivity of transport types, information available online and at transport stops.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2009 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved user patronage / user surveys Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_30	Expansion of Midland Metro	Midland Metro Extension Wednesbury to Brierly Hill	Traffic planning and management: Improvement of public transport	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Implementation of route and increasing patronage. Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_31	Expansion of Midland Metro	Midland Metro Extension 'SW' s line Wednesbury to Walsall	Traffic planning and management: Improvement of public transport	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Implementation of route and increasing patronage. Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_32	Increased Bus Lane Enforcements	Increased number of bus lane enforcement cameras	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Increased enforcement actions Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_33	Urban Traffic Control Systems	UTC System aimed at reducing congestion	Traffic planning and management: Other measure	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Improved traffic flows and emission reduction. Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Sandwell Metropolitan Borough Council_34	Burnt Tree Junction Improvements	Traffic light controlled junction replacing existing roundabout.	Traffic planning and management: Other measure	Evaluation	Start date: 2009 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows, reduced queue lengths / trip times and emission reduction. Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_35	Owen Street Railway Crossing	Closure of level crossing and construction of alternative road route including tunnel.	Traffic planning and management: Other measure	Evaluation	Start date: 2009 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and congestion / emission reduction Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_36	Cradley Heath Bypass	Construction of bypass to re-route through traffic away from High Street	Traffic planning and management: Other measure	Evaluation	Start date: 2006 Expected end date: 2007 Spatial scale: Local Source affected: Transport Indicator: Improved traffic flows and emission reduction Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_37	Air Quality considerations to be included in the Local Development Framework.	Policies seek to reduce the need to travel and promote the use of alternative travel modes	Other measure: Other measure	Implementation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduction in emissions and recorded pollutant concentrations Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_38	Section 106 Agreements	Investigate practicality of section 106 agreements to secure monitoring for funding and mitigation where Air Quality issues are identified	Other measure: Other measure	Implementation	Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: Section 106 Agreements secured Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_39	Air Quality Guidance for Developers	Air Quality Guidance for Developers to follow when submitting planning applications	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Other, please specify Indicator: Production of Guidance and ongoing use by developers Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Sandwell Metropolitan Borough Council_40	Stourbridge to Walsall Freight Line	Council to support the reopening of the line for freight	Traffic planning and management: Freight transport measure	Other	Start date: 2014 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Re-opening of the line Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_41	Congestion Charging	Council to continue to monitor the implications and effectiveness of congestion charging proposals	Traffic planning and management: Low emission zones	Evaluation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_42	Energy Efficiency Advice	Continuation of Sandwell's Energy Efficiency Advice Centre	Public information and Education: Other mechanisms	Implementation	Start date: 2009 Expected end date: 2030 Spatial scale: Local Source affected: Commercial and residential sources Indicator: Uptake of advice Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_43	Promotion of Walking	Development of a Walking Strategy to encourage uptake of walking as a positive alternative to private car use. Improved health and reduction in pollutant emissions.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2013 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Adoption of Walking strategy and increase in walking initiatives Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_44	Promotion of Cycling	Development of a Cycling Strategy to improve cycling uptake	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Adoption of Cycling Strategy and uptake of cycling Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_45	Travel Plans	Encourage Travel Plans for Employers, Schools and Hospitals	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2006 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Development and Adoption of Travel Plans Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Sandwell Metropolitan Borough Council_46	Website Air Quality Information	Update Council website to publish and promote air quality information	Public information and Education: Internet	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Update of website at regular intervals Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_47	Car Sharing	Promote Car Sharing for Sandwell residents and businesses	Other measure: Other measure	Implementation	Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of members signed up and using car sharing scheme Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_48	Sustainable School Travel	Provide air quality information and promote sustainable travel in schools	Traffic planning and management: Encouragement of shift of transport modes	Other	Start date: 2009 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Uptake of advice in schools Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_49	Low Emission Strategy	Overarching Low Emission Strategy for the 7 West Midlands Authorities to improve emissions and concentrations of NO ₂ and particulates while also seeking to exploit the synergies of CO ₂ and noise reduction, where possible, through the transformation of the West Midlands vehicle fleet	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Adoption of the Low Emission Strategy within each Local Authority area. Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_50	Planning Guidance	Develop a regional Good Practice Planning Guidance which protect residents of future development schemes from exposure to air pollution. The Guidance promote a simplified assessment criteria and definition of sustainability, Incorporates mitigation as standard to help counter cumulative impacts. Applies a procedure for evaluating additional requirements for mitigation and compensation using cost damage analysis.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Sandwell Metropolitan Borough Council_51	Procurement Guidance	Develop a regional Good Practice Procurement document with the following key policies and benefits: Local sourcing (reduced vehicle mileage), Sustainable fleet demonstration, specification and contract award criteria, including Government Buying Standards considerations. Development of Whole Life Cost model, including damage costs of environmental impact. Innovative procurement. Development of public private partnerships.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: N/A
Sandwell Metropolitan Borough Council_52	Low Emission Zone Feasibility	A technical study into the feasibility of creating a transferable LEZ model for the West Midlands. A range of scenarios were selected (City Centre / Motorway / Street Canyon and Urban Corridor). The study assesses the benefits and dis-benefits of emission control policies on key vehicle types for each scenario, including cost benefit analysis and potential costing for implementation, as well as Health Impact Assessment (HIA) of the most effective intervention measures	Traffic planning and management: Low emission zones	Evaluation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions/pollutant concentrations. Target emissions reduction: N/A
Shropshire Council_1	Taxi Policy emission standards.	Emission standards brought in for Private Hire Vehicles and Hackney Carriages through Licensing Policy. Previously no standards or age restrictions. Expected to achieve a betterment in town centre locations.	Permit systems and economic instruments: Introduction/increase of environment taxes	Implementation	Start date: 2015 Expected end date: 2019 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Elimination of Euro 4, 3 and older taxis by 2019 Target emissions reduction: 1-2%
Shropshire Council_2.1	Northern Gateway Project (road layout)	Road layout improvements to enable increased flow of traffic through the Shrewsbury Train Station gyratory including relocation of bus stops which caused blockages to flow.	Traffic planning and management: Other measure	Implementation	Start date: 2011 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved flow rates through a congested junction in an urban canyon Target emissions reduction: Unknown

Measure code	Description	Focus	Classification	Status	Other information
Shropshire Council_2.2	Northern Gateway Project (active transport promotion)	Cycle paths in area by Shrewsbury Train Station taken off road increasing safety and encouraging uptake of active transport. Footpath widening and resurfacing to improve the area and encourage walking.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Increased cycling and pedestrian footfall Target emissions reduction: General betterment expected but not quantifiable
Shropshire Council_2.3	Northern Gateway Project (traffic signalling measures)	Standard traffic signals upgraded to MOVA and SCOOT capability	Traffic planning and management: Other measure	Evaluation	Start date: 2011 Expected end date: 2012 Spatial scale: Local Source affected: Transport Indicator: Improved travel times through Shrewsbury Train Station gyratory Target emissions reduction: 5-10%
Shropshire Council_3	Traffic signalling improvements	Traffic signalling improvements by introducing MOVA and SCOOT ability to main feeder road into Shrewsbury Town Centre from the North. Signals included through to outer ring road.	Traffic planning and management: Other measure	Implementation	Start date: 2013 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Potential to hold traffic out of congested densely urbanised areas and AQMAs and reduced travel times where appropriate Target emissions reduction: General betterment not quantified. Part of a wider initiative to stop travel through the town centre and encourage use of the inner ring roads.
Shropshire Council_4	Heathgates Roundabout Improvements	Roundabout covered by AQMA to north of Shrewsbury reworked to reduce congestion and reduce travel times through the junction	Traffic planning and management: Other measure	Implementation	Start date: 2013 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved travel times through the junction Target emissions reduction: Unknown
Shropshire Council_5.1	Shrewsbury Integrated Transport Plan (inner ring road)	Improvements to six inner ring road junctions in Shrewsbury to reduce travel times through the junctions and encourage transport to use the inner ring road rather than travelling through the town centre.	Traffic planning and management: Other measure	Planning	Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Reduced through traffic, reduced travel times through inner ring road junctions Target emissions reduction: Up to 5% through interventions 5.1-5.4

Measure code	Description	Focus	Classification	Status	Other information
Shropshire Council_5.2	Shrewsbury Integrated Transport Plan (signalling improvements)	Upgrade traffic signals along inner ring road and main entrance to Shrewsbury Town Centre to the East of the town to further encourage use of inner ring road	Traffic planning and management: Other measure	Planning	Start date: 2017 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Increased use of inner ring road, reduced traffic through town centre Target emissions reduction: Up to 5% through interventions 5.1-5.4
Shropshire Council_5.3	Shrewsbury Integrated Transport Plan (communication to road users)	VMS signalling to prioritise outer and inner ring roads and reduce traffic crossing through town centre	Public information and Education: Other mechanisms	Planning	Start date: 2017 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Increased flows of traffic on priority routes, reduced through traffic Target emissions reduction: Up to 5% through interventions 5.1-5.4
Shropshire Council_5.4	Shrewsbury Integrated Transport Plan (shared space)	Shared spaces in Shrewsbury Town Centre to encourage pedestrian and cycle use. To include better crossing facilities (especially along the inner relief road) and removing barriers to walking and cycling. This will be aimed at improving the accessibility of the town centre by active modes from outlying suburbs and inter-suburb trips therefore reducing the need for vehicular travel, pedestrian wayfinding improvements will be made through better signage, clearer routing and potentially intelligent technologies to inform visitors and residents, traffic speed reductions and enforcement, traffic rerouting and priority changes at signalling junctions.	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2017 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Increased footfall in town centre, Target emissions reduction: Up to 5% through interventions 5.1-5.4
Shropshire Council_6	Northern Ring Road	Complete the outer bypass around Shrewsbury into a complete ring road: Phase one additional link to north of Myttonoak Road joining last roundabout on existing outer relief road. This will encourage further development to complete the "ring" in future.	Traffic planning and management: Other measure	Preparation	Start date: 2017 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Reduce traffic on existing roads heading into the town centre, encourage transport around town centre rather than through in the long term. Target emissions reduction: No increase in town centre emissions

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

This information is out of date.

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

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

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

Measure code	Description	Focus	Classification	Status	Other information
Shropshire Council_16	Bridgnorth TRO	Whitburn Street one way system congested due to parking and deliveries causing issues. Looking to introduce TRO to allow enforcement options to be available to stop unsuitable parking arrangements causing unnecessary congestion. Traffic on occasion backs up to the AQMA therefore this action plans to stop this occurring allowing traffic to flow more easily through the AQMA.	Traffic planning and management: Management of parking places	Planning	Start date: 2014 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Reduced congestion on Whitburn Street alleviating traffic flow around the AQMA Target emissions reduction: Small and unquantifiable
Shropshire Council_17	Busses/coaches and school transport	Project to ensure that the Council only procure vehicles which hit a specific emission standard by writing this into the tendering process.	Public procurement: Cleaner vehicle transport services	Planning	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: A betterment in the emission standards of vehicles procured for school transport and on services where the Council subsidises routes. Target emissions reduction: Low but general widespread improvements.
South Staffordshire District Council_1	Manage bus emissions	Reduce unit emissions in the AQMA using Bus Quality Partnership Agreements (BQPA)	Public procurement: Cleaner vehicle transport services	Implementation	Start date: 2014 Expected end date: 2011 Spatial scale: Local Source affected: Transport Indicator: Elimination of Euro I and II buses by 2014 Target emissions reduction: 0.02
South Staffordshire District Council_2	Manage HGV emissions	Sign up to ECO Stars	Other measure: Other measure	Implementation	Start date: 2015 Expected end date: 2030 Spatial scale: National Source affected: Commercial and residential sources Indicator: Reduction in emissions of NOx Target emissions reduction: 14t / yr
Stafford Borough Council_1	ECO Stars Fleet Recognition Scheme	Reduce commercial fleet emissions	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Membership Target emissions reduction: Based on other ECO Stars schemes, estimated emission reductions of 14 tonnes NOx / yr 0.55 tonnes PM10 / yr 1428 tonnes CO2 /yr can be expected for borough.

Measure code	Description	Focus	Classification	Status	Other information
Stafford Borough Council_2	Publicise VOSA Smoky Vehicle Hotline	Addressing excessive vehicle emissions	Public information and Education: Internet	Implementation	Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None Target emissions reduction: Small -Not Quantified
Stafford Borough Council_3	Staffordshire Share a Lift Scheme	Encourage car sharing at peak times	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None Target emissions reduction: Small -Not Quantified
Stafford Borough Council_4	Provision of Cycleways	Modal Shift from cars	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2001 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: None Target emissions reduction: Small -Not Quantified
Staffordshire Moorlands District Council_0	Manage Commercial Fleet Vehicle Emissions	Reduce emissions from commercial fleet vehicles using ECO Stars Fleet Recognition Scheme	Other measure: Other measure	Planning	Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of members of Eco Stars Scheme Target emissions reduction: 14 tonnes NOx/yr ; 0.55 Tons PM10 / yr; 1428 CO2 /yr
Staffordshire Moorlands District Council_1	Reduce air quality impacts from development. SMDC Adopted Core Strategy SP4	Ensure that the effects of pollution (air, land, noise, water, light) are avoided or mitigated by refusing schemes which are deemed to be (individually or cumulatively) environmentally unacceptable and by avoiding unacceptable amenity impacts by refusing schemes which are pollution-sensitive adjacent to polluting developments, or polluting schemes adjacent to pollution sensitive areas, in accordance with national guidance.	Other measure: Other measure	Implementation	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Number of planning consultations regarding AQ Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Staffordshire Moorlands District Council_2	Reduce our own road transport emissions (SMDC Environmental Policy)	Reduce fleet vehicle emissions	Other measure: Other measure	Implementation	Start date: 2012 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Mileage /Per capita road transport emissions (CO2) Target emissions reduction: N/A
Staffordshire Moorlands District Council_3	Promote alternatives to private motor vehicles (LTP Policy 5.2)	Reduce emissions from road transport & Respond to current and future climatic conditions	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Bus patronage numbers/ Per capita road transport emissions (CO2) Target emissions reduction: N/A
Staffordshire Moorlands District Council_4	Promote the use of low-emitting vehicles and vehicle efficiency (LTP Policy 5.3)	Reduce emissions from road transport & Respond to current and future climatic conditions	Public procurement: Cleaner vehicle transport services	Implementation	Start date: 2012 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Staffordshire Moorlands District Council_5	Reduce our own road transport emissions LTP (Policy 5.4)	Reduce emissions from road transport & Respond to current and future climatic conditions	Other measure: Other measure	Implementation	Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Road mileage travelled Target emissions reduction: N/A
Staffordshire Moorlands District Council_6	Raise awareness of environmental issues and encourage people to lead more sustainable lifestyles helping to reduce carbon emission	Promoting sustainable travel and school travel planning	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Bus patronage numbers/ Per capita road transport emissions (CO2) Target emissions reduction: N/A
Staffordshire Moorlands District Council_7	Local Transport Plan Freight Strategy	Careful consideration of any requests to restrict lorry movements in line with actions and priorities in the Local Transport Plan Freight Strategy (2011)	Other measure: Other measure	Implementation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Per capita road transport emissions (CO2) Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Staffordshire Moorlands District Council_8	Staffordshire Moorlands District Council's Leek Town Centre Masterplan	Improve Traffic Flows through Leek town Centre : reconfigured bus station with associated access improvements to key town centre routes, improved pedestrian links into the town centre, public realm enhancements within the retail core, further junction modifications and potential new highway capacity south of the town centre to unlock the Cornhill and Barnfields regeneration area	Other measure: Other measure	Implementation	Start date: 2012 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Traffic Flows / Congestion Target emissions reduction: N/A
Staffordshire Moorlands District Council_9	A50 growth Corridor improvements	Improve road flows through the A50 truck road (major road in south of district)	Other measure: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Traffic Flows / Congestion Target emissions reduction: N/A
Stoke-on-Trent City Council_AQ1	Burslem Town Centre Traffic Management Improvements	Reduce unit emissions in the AQMA using traffic management improvements	Traffic planning and management: Other measure	Evaluation	Start date: 2014 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 299 kg/yr
Stoke-on-Trent City Council_AQ2	Cobridge Traffic Management Improvements (including Waterloo Road Corridor)	Reduce unit emissions in the AQMA by improved traffic flow along a strategic road corridor.	Traffic planning and management: Other measure	Implementation	Start date: 2012 Expected end date: 2013 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 389 kg/yr

Measure code	Description	Focus	Classification	Status	Other information
Stoke-on-Trent City Council_AQ3	Victoria Road Corridor Improvements	Reduce unit emissions on Victoria Road, Fenton	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2012 Expected end date: 2013 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 297 kg/yr
Stoke-on-Trent City Council_AQ4a	Lichfield Street Improvements	Reduce unit emissions in the AQMA through improved traffic flow and improved sustainable transport offer.	Traffic planning and management: Improvement of public transport	Preparation	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 322 kg/yr
Stoke-on-Trent City Council_AQ4b	Leek Road / Victoria Road Junction - Safety Scheme	21 road traffic incidents in three years resulted in this scheme being assessed for possible intervention measures.	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: Calculated Annual NOx Reductions 321 kg/yr
Stoke-on-Trent City Council_AQ4c	City Road Corridor Improvements	Reduce unit emissions in the AQMA by improved traffic flow, improved measures for walking/cycling and improved road safety between Leek Road & Victoria Road.	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 266 kg/yr
Stoke-on-Trent City Council_AQ5a	Station Gateway (Phase 1), University Quarter (Phase 2) and Uni Boulevard (Phase 3)	N/A	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: Calculated Annual NOx Reductions 480 kg/yr

Measure code	Description	Focus	Classification	Status	Other information
Stoke-on-Trent City Council_AQ5b	Leek Road Traffic Management Improvements	Reduce unit emissions in the AQMA through improved vehicular flow. This project will complement the proposed improvements to the Investment Plan project for the Station Gateway.	Traffic planning and management: Other measure	Evaluation	Start date: 2014 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: N/A Target emissions reduction: Calculated Annual NOx Reductions 480 kg/yr
Stoke-on-Trent City Council_AQ6	Victoria Street / Shelton New Road Junction Improvement	Reduce unit emissions in the AQMA through a junction improvement scheme which introduces pedestrian crossing facilities & traffic management improvements including banned right turns on all arms.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2012 Expected end date: 2013 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 21 kg/yr
Stoke-on-Trent City Council_AQ7a	Parking restrictions outside schools	Reduce unit emissions in the AQMA by improving peak period traffic flows, average congestion (miles per minute), journey times, mode share of journey, access by public transport, bus punctuality times.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2012 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 272 kg/yr
Stoke-on-Trent City Council_AQ7b	Walk to School Outreach– Living Streets	Reduce unit emissions in the AQMA by reducing negative impact of the 'school run' on congestion, journey times and economic growth, by removing barriers to walking and delivery of proven school-based interventions for schools in the south and east of Stoke-on-Trent which have large numbers of children driven short distances to school by car.	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 272 kg/yr

Measure code	Description	Focus	Classification	Status	Other information
Stoke-on-Trent City Council_AQ7c	Access to Education - Sustrans	Reduce unit emissions in the AQMA through work with Sustrans to support economic growth by tackling local congestion problems caused by journeys to schools. It includes funding to promote walking and cycling to 21 primary schools and 7 secondary schools in the north and east of Stoke-on-Trent.	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 272 kg/yr
Stoke-on-Trent City Council_AQ8	Stoking Employment in North Staffordshire	Reduce unit emissions in the AQMA by assisting shift to sustainable transport modes on the existing and growing employment areas at Chatterley Valley, Etruria Valley, Trentham Lakes, the University Quarter (UniQ) and Keele University & Science and Business Park. These sites currently provide 13,700 jobs with the potential to unlock a further 8,000 jobs by April 2015.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2012 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 17,750 kg/yr
Stoke-on-Trent City Council_AQ9	Clean Air Grant	Reduce unit emissions in the AQMA by providing additional support to business for staff travel plans, growing the existing Workplace Travel Plan Grant into a local Clean Air Grant.	Public procurement: Other measure	Implementation	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Calculated Annual NOx Reductions 57 kg/yr
Stoke-on-Trent City Council_AQ10	Staffordshire ECO Stars Fleet Recognition Scheme	Reduce unit emissions in the conurbation – specifically targeting commercial vehicles (HGV, vans, buses and coaches) to reduce vehicle emissions and, ultimately, air quality problems that are directly related to their contribution to road traffic.	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2016 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Reduced emissions Target emissions reduction: Expected emission reduction 7 tonne NOx/yr, 2.22 tonne PM10/yr, 11615 tonne CO2/yr

Measure code	Description	Focus	Classification	Status	Other information
Stoke-on-Trent City Council_HDS1	Real Time Bus Information	Reduce unit emissions in the AQMA by assisting shift to sustainable transport modes on the existing and growing employment areas	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HDS2	Improved Access to Health and Leisure facilities	Reduce unit emissions in the AQMA through improved pedestrian and cyclist accessibility to the City's Health & Leisure Facilities, e.g. Parks, Health Centres, Sports Centres, Museums, Libraries etc.	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HDS3	Programme of Bus Stop Improvements	Reduce unit emissions in the AQMA through improved accessibility to public transport, higher quality infrastructure	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HDS4	Wilson Road / New Inn Lane Junction Improvement	Reduce unit emissions in the AQMA through improved pedestrian and cyclist accessibility to the City's Health & Leisure Facilities, e.g. Parks, Health Centres, Sports Centres, Museums, Libraries etc.	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated

Measure code	Description	Focus	Classification	Status	Other information
Stoke-on-Trent City Council_HDS5	Etruria Valley Major Highway & Transport Scheme	Reduce unit emissions in the AQMA through major new transport infrastructure scheme linking the A500 to the City Centre, reducing congestion on the A53, the A500 and the wider conurbation	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HDS6	Leek Road Corridor Improvements(Growth Deal)	Reduce unit emissions in the AQMA through a new junction improvement and traffic management measures along this arterial route through the City	Traffic planning and management: Other measure	Planning	Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HDS7	Etruria Road Corridor Improvements(Growth Deal)	Reduce unit emissions in the AQMA through re-allocation of road space, traffic management and public realm measures along this arterial route into the City Centre	Traffic planning and management: Other measure	Planning	Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved mode share of journey. Improved average congestion (miles/minute) Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HDS8	City Centre Ring Road (completion)	Reduce unit emissions in the AQMA through the delivery of the final 'quarter' of the City Centre Ring Road. This will reduce congestion on the routes into the City Centre by re-directing through traffic onto the Ring Road	Traffic planning and management: Other measure	Planning	Start date: 2017 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved average congestion (miles/minute) Target emissions reduction: Not calculated

Measure code	Description	Focus	Classification	Status	Other information
Stoke-on-Trent City Council_HDS9	Arbourfield Drive / Dividy Rd Junction Improvement	Reduce unit emissions in the AQMA through a junction improvement scheme, with UTC measures aimed at reducing congestion on the approaches to this junction and traffic flow overall by linking existing traffic signal installations	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved average congestion (miles/minute) Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HDS10	Trentham Lakes / A50 Strategic Signing	Reduce unit emissions in the AQMA through a change to the Strategic Signing from the A50 Trunk Road, reducing HGV traffic using the local road network.	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved average congestion (miles/minute) Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HDS11	Potteries Way / Bucknall Rd Junction Improvement	Reduce unit emissions in the AQMA through a major new junction improvement on the Potteries Way City Centre Ring Road, updating the operation of the signalling arrangements, introduction of UTC and improved junction capacity.	Traffic planning and management: Other measure	Evaluation	Start date: 2017 Expected end date: 2019 Spatial scale: Local Source affected: Transport Indicator: Improved journey times. Improved average congestion (miles/minute) Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HBE1	Community Rail Partnership	Encouraging more use of local rail services by improving service and station quality, awareness and promotion campaigns	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2005 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased use of local rail services Target emissions reduction: Not calculated
Stoke-on-Trent City Council_HBE2	Concessionary Bus Pass Scheme	Providing free bus travel to those eligible	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Maintaining use of local bus services Target emissions reduction: Not calculated

Measure code	Description	Focus	Classification	Status	Other information
Stoke-on-Trent City Council_HBE3	Home to Work Scheme	Providing transport assistance to those with job offers	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2011 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of clients assisted Target emissions reduction: Not calculated
Walsall Metropolitan Borough Council_1	Darlaston Strategic Development Area	Creation of improved road/access infrastructure.	Traffic planning and management: Other measure	Preparation	Start date: 2016 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015" and compliance with relevant air quality objective.
Walsall Metropolitan Borough Council_2	West Midlands Low Emissions Towns & Cities Program (LETCP)	The Defra funded LETCP seeks to promote joint working across the West Midlands to reduce road transport emissions (e.g. NO2 and PM)	Other measure: Other measure	Other	Start date: 2007 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Delivery of work streams Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015" and compliance with relevant air quality objective.

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_3	Low Emission Strategy	The Defra funded LETCP seeks to promote joint working across the West Midlands to reduce road transport emissions (e.g. NO2 and PM)	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Adoption of the Low Emission Strategy within each Local Authority area, subject to cabinet approvals. Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015" and compliance with relevant air quality objective.
Walsall Metropolitan Borough Council_4	Planning Guidance	Develop West Midlands-wide Good Practice Planning Guidance which reduces exposure of residents to air pollution. The guidance promotes a simplified assessment criteria and definition of sustainability, and incorporates mitigation as standard to help counter cumulative impacts. It applies a procedure for evaluating additional requirements for mitigation and compensation using cost damage analysis.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015" and compliance with relevant air quality objective.

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_5	Procurement Guidance	Develop West Midlands-wide Good Practice Procurement document with the following key policies and benefits: Local sourcing (reduced vehicle mileage), Sustainable fleet demonstration, specification and contract award criteria, including Government Buying Standards considerations. Development of Whole Life Cost model, including damage costs of environmental impact. Innovative procurement. Development of public-private partnerships.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015" and compliance with relevant air quality objective.
Walsall Metropolitan Borough Council_6	Low Emission Zone Feasibility	Low Emission Towns and Cities Board -Representatives from 7 Local Authorities. Lead Authority for document is Birmingham CC	Other measure: Other measure	Evaluation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions / pollutant concentrations. Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015" and compliance with relevant air quality objective.

This information is out of date.

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_7	Low Emission Zone Feasibility	A Technical Study (Scenario Modelling) into the feasibility of creating a transferable LEZ model for the West Midlands. A range of scenarios were selected (City Centre / Motorway / Street Canyon and Urban Corridor). The study assesses the benefits and disadvantages of emission control policies on key vehicle types for each scenario, including cost benefit analysis and potential costing for implementation, as well as Health Impact Assessment (HIA) of the most effective intervention measures.	Other measure: Other measure	Evaluation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions /pollutant concentrations. Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015" and compliance with relevant air quality objective.
Walsall Metropolitan Borough Council_8	OLEV Go Ultra Low City Status Scheme	Submission of a bid for promotion of low emission vehicles and establishment of charging infrastructure.	Public procurement: Other measure	Other	Start date: 2014 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Success of the bid Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015" and compliance with relevant air quality objective.

This information is out of date.

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_9	Local sustainable transport initiatives	Support the broader aims of OLEV by promoting alternative modes of transport	Public procurement: Other measure	Other	Start date: 2014 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015" and compliance with relevant air quality objective.
Walsall Metropolitan Borough Council_10	M6 Active Traffic Management - Birmingham Box.	Provision of 4 lane motorway running for south-bound and north-bound M6 carriageways according to demand throughout Walsall borough and beyond	Traffic planning and management: Other measure	Implementation	Start date: 2009 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Air Quality Objectives/exceedances. Target emissions reduction: National air quality objective compliance.
Walsall Metropolitan Borough Council_11	Black Country Supplementary Planning Document for Air Quality.	Provision of simplified guidance across the Black Country for dealing with air quality in context of the planning system.	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded.
Walsall Metropolitan Borough Council_12	Junction 10 M6 Improvement.	Increasing capacity and alignment to improve traffic congestion.	Traffic planning and management: Other measure	Planning	Start date: 2018 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts. Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded.

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_13	Chase Line Walsall - Rugeley rail electrification.	Electrification of railway network.	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2013 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts. Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded.
Walsall Metropolitan Borough Council_14	Walsall Red Route Network / Bus Lane Prioritisation.	Congestion easing	Traffic planning and management: Other measure	Implementation	Start date: 2010 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Air Quality Objectives/exceedances; Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_15	Local Sustainable Transport Fund.	Congestion easing e.g. Traffic signal upgrades Bus Route 4	Traffic planning and management: Other measure	Evaluation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Air Quality Objectives/exceedances; Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_16	Managing Shorter Trips Fund	Promoting Walking and Cycling and use of public transport for shorter journeys.	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_17	A* Stars Schools Programme	Promoting walking and cycling for school journeys	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Cycling/Walking Levels. Health - Child Obesity Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_18	Cycle Network	Improvement to Walsall Cycle Network	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2003 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Levels of cycling. Target emissions reduction: N/A
Walsall Metropolitan Borough Council_19	20 mph Zones	Reduction in vehicles speeds and associated - road safety	Traffic planning and management: Reduction of speed limits and control	Implementation	Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Speed enforcement / accidents rates Target emissions reduction: N/A
Walsall Metropolitan Borough Council_20	Cycle to Work Scheme.	Promotion of alternative transport / reduce car usage	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Numbers of employees cycling to work / associated health benefits Target emissions reduction: N/A
Walsall Metropolitan Borough Council_21	Walsall Town Centre Transport Package	Strategic road improvements	Traffic planning and management: Improvement of public transport	Evaluation	Start date: 2009 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_22	Bus Lane, Pedestrian Crossings and School Clearways Vehicle Enforcement	Congestion easing	Traffic planning and management: Other measure	Implementation	Start date: 2013 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Number of infringements Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_23	Workplace Travel Plans.	Sustainable Travel Options	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: LSTF Walsall Travel Plans Target emissions reduction: N/A
Walsall Metropolitan Borough Council_24	Emergency Service Local Media and Bus Operator advanced notification of highway disruption	Maintain traffic flow	Public information and Education: Other mechanisms	Other	Start date: 2001 Expected end date: 2030 Spatial scale: Whole agglomeration Source affected: Transport Indicator: N/A Target emissions reduction: N/A
Walsall Metropolitan Borough Council_25	Public Health Notifications	Public Protection	Public information and Education: Internet	Implementation	Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Other, please specify Indicator: N/A Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_26	Driver CPC training	Statutory requirement for HGV Drivers	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: 5 days training per 5 years per driver Target emissions reduction: N/A
Walsall Metropolitan Borough Council_27	Take Responsibility campaign	Informative solution to road-rage and other issues	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Adverse comments / complaint numbers Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_28	Voluntary Speed Limiters	Control of maximum vehicles speeds - reduction in running costs and emissions	Other measure: Other measure	Implementation	Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Vehicle Tracking Target emissions reduction: N/A
Walsall Metropolitan Borough Council_29	Greener Fleet Review	Reducing emissions, costs savings	Other measure: Other measure	Other	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Fuel usage per vehicle / type of vehicle / whole life costings Target emissions reduction: N/A
Walsall Metropolitan Borough Council_30	Vehicle Replacement	7 year rolling replacement strategy	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Cost efficiency / repair costs / emissions / service life / maintenance Target emissions reduction: N/A
Walsall Metropolitan Borough Council_31	Walsall Town Centre Area Action Plan and Site Allocation Document	Long-term allocation of development sites within and beyond the town centre; setting the planning framework for the town centre and other locations; and the basis on which planning decisions are made within the borough.	Other measure: Other measure	Preparation	Start date: 2016 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_32	Air quality considerations regarding allocation of land/land uses and extant AQMA	Walsall MBC will participate in development of Urban Traffic Control arrangements for Walsall and the West Midlands. This serves to identify the best enhancement linkages between the existing centres and between the urban systems and the Highways Agency/Highways England systems.	Traffic planning and management: Other measure	Implementation	Start date: 2012 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_33	West Midlands UTC Major Projects - ANPR Journey Time Monitoring System - c. 22 ANPR cameras (borough-wide strategic routes)	Walsall MBC will participate in development of Urban Traffic Control arrangements for Walsall and the West Midlands. This serves to identify the best enhancement linkages between the existing centres and between the urban systems and the Highways Agency/Highways England systems.	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_34	West Midlands UTC Major Projects - c. 24 Road Traffic Cameras on strategic roads (road occupancy - congestion/vehicle counting/vehicle classification)	Walsall MBC will participate in development of Urban Traffic Control arrangements for Walsall and the West Midlands. This serves to identify the best enhancement linkages between the existing centres and between the urban systems and the Highways Agency/Highways England systems.	Traffic planning and management: Other measure	Implementation	Start date: 2013 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_35	West Midlands UTC Major Projects - Traffic signal communication infrastructure upgraded to internet protocol (wireless-digital system)	Walsall MBC will participate in development of Urban Traffic Control arrangements for the West Midlands. This has identified the best enhancement linkages between the existing centres and between the urban systems and the Highways Agency systems.	Traffic planning and management: Other measure	Evaluation	Start date: 2012 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_36	West Midlands UTC Major Projects - UTC Common data base	Walsall MBC will participate in development of Urban Traffic Control arrangements for the West Midlands. This has identified the best enhancement linkages between the existing centres and between the urban systems and the Highways Agency systems.	Traffic planning and management: Other measure	Implementation	Start date: 2012 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded

Measure code	Description	Focus	Classification	Status	Other information
Walsall Metropolitan Borough Council_37	West Midlands UTC Major Projects - 6 traffic signal upgrades (Mova/Scoot)	Walsall MBC will participate in development of Urban Traffic Control arrangements for Walsall and the West Midlands. This serves to identify the best enhancement linkages between the existing centres and between the urban systems and the Highways Agency/Highways England systems.	Traffic planning and management: Other measure	Evaluation	Start date: 2012 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Walsall Metropolitan Borough Council_38	West Midlands UTC Major Projects - 'ASTRID'	Walsall MBC will develop and implement a system of Urban Traffic Control for the borough integrating air quality measurements and UTC	Traffic planning and management: Other measure	Planning	Start date: 2016 Expected end date: 2020 Spatial scale: Whole town or city Source affected: Transport Indicator: Air Quality Objectives/exceedances. Significance of impacts Target emissions reduction: Relevant exposure to air quality where national objectives are exceeded
Warwick District Council_1	Improvements to Junctions 13, 14, 1 and 15 of the M40	Reduce queuing at motorway junctions	Traffic planning and management: Other measure	Implementation	Start date: 2008 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Changes in traffic levels at junctions Target emissions reduction: N/a
Warwick District Council_2	Completion of the Urban Cycle Network within Warwick and Leamington Spa	Reduce reliance on car and reduce queuing time in AQMA	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Changes in number of people cycling Target emissions reduction: No specific targets set
Warwick District Council_3	Provision of secure on and off street PTW parking facilities	Reduce reliance on car and reduce queuing time in AQMA	Other measure: Other measure	Other	Start date: 2030 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Changes in parking levels at dedicated facilities Target emissions reduction: No specific targets set

Measure code	Description	Focus	Classification	Status	Other information
Warwick District Council_4	Development of Intelligent Transport Systems	Reduce reliance on car and reduce queuing time in AQMA	Public information and Education: Other mechanisms	Implementation	Start date: 2010 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: Changes in journey times Target emissions reduction: No specific targets set
Warwick District Council_5	Improving the attractiveness of public transport	Reduce reliance on car and reduce queuing time in AQMA	Other measure: Other measure	Implementation	Start date: 2006 Expected end date: 2008 Spatial scale: Local Source affected: Transport Indicator: Delivery of the SPARK major public transport scheme Target emissions reduction: No specific targets set
Warwick District Council_6	Implementation of the LTP Public Transport Interchange	Implementing the measures to reduce queuing in AQMA	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2006 Expected end date: 2009 Spatial scale: Local Source affected: Transport Indicator: Delivery of the schemes Target emissions reduction: No specific targets set
Warwick District Council_7	Improve and promote local bus services	Reduce unit emissions in AQMA using Bus Quality Partnership Agreements	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2006 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Delivery of the schemes within the bus strategy and LTP Target emissions reduction: No specific targets set
Warwick District Council_8	Implementation of LTP Bus Information Strategy	Reduce reliance on car and reduce queuing time in AQMA	Traffic planning and management: Improvement of public transport	Preparation	Start date: 2010 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Delivery of the schemes within the strategy Target emissions reduction: No specific targets set
Warwick District Council_9	Promotion of a passenger rail network including a new station in Kenilworth	Reduce reliance on car and reduce queuing time in AQMA	Traffic planning and management: Improvement of public transport	Planning	Start date: 2013 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: New railway station at Kenilworth Target emissions reduction: Unknown

Measure code	Description	Focus	Classification	Status	Other information
Warwick District Council_10	Implementation of LTP Parking Strategy	Implementing the measures to reduce queuing in AQMA	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Delivery of the schemes within the strategy Target emissions reduction: No specific targets set
Warwick District Council_11	Promoting and encouraging different forms of transport	Reduce reliance on car and reduce queuing time in AQMA	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2010 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Modal shift Target emissions reduction: No specific targets set
Warwick District Council_12	Improving the safety and quality of cycling routes	Reduce reliance on car and reduce queuing time in AQMA	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2014 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Changes in number of people cycling Target emissions reduction: No specific targets set
Warwick District Council_13	Encouragement for schools to write Travel Plans	Reduce reliance on car and reduce queuing time in AQMA	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2006 Expected end date: 2010 Spatial scale: Whole town or city Source affected: Transport Indicator: Number of schools submitting a plan Target emissions reduction: No specific targets set
Warwick District Council_14	Implementation of the LTP Land Use and Transportation Strategy	Implementing the measures to reduce queuing in AQMA	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Number of planning applications which include sustainable transport measure Target emissions reduction: No specific targets set

Measure code	Description	Focus	Classification	Status	Other information
Warwick District Council_15	Implementation of the LTP Sustainable Freight Distribution Strategy	Implementing the measures to reduce queuing in AQMA	Traffic planning and management: Encouragement of shift of transport modes	Other	Start date: 2030 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Delivery of the schemes in the strategy Target emissions reduction: No specific targets set
Warwick District Council_16	LEZ Feasibility Study for town centres	Analyse, decide on and implement best option to reduce queuing in AQMA	Other measure: Other measure	Implementation	Start date: 2012 Expected end date: 2013 Spatial scale: Whole town or city Source affected: Transport Indicator: Produce feasibility report Target emissions reduction: No specific targets set
Warwick District Council_17	LEZ Planning Guidance for new development	Avoid worsening air quality by adopting local planning policies	Other measure: Other measure	Implementation	Start date: 2013 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Policy adopted by Council Target emissions reduction: No specific targets set
Warwick District Council_18	Produce new Sustainable Transport Strategy for Warwick and Leamington Spa	Reduce reliance on car and reduce queuing time in AQMA	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Strategy adopted by Council Target emissions reduction: Work in progress
Warwick District Council_19	Review and update Air Quality Action Plan	Improve ability to manage air quality across services	Traffic planning and management: Other measure	Preparation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Action Plan approved by Council Target emissions reduction: Work in progress

Measure code	Description	Focus	Classification	Status	Other information
Wolverhampton City Council_1	Wolverhampton Interchange project phase 1	Improve access into the main bus station. Provision of new access road directly from the ring road. Reduction in the number of buses in Lichfield Street, Princess St, Queen St and Stafford St	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2010 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_2	Midland Metro city centre extension.	Part of the interchange project the Midland Metro system will be extended from its current terminus at Bilston Street to link with the main line railway station.	Traffic planning and management: Improvement of public transport	Planning	Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_3	Wolverhampton City Centre Scheme	Creation of a new one way system, pedestrian zones, rationalisation of on street parking, bus lanes and new bus stops along Princess Street, Market Street and Queen Street	Traffic planning and management: Improvement of public transport	Other	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".

Measure code	Description	Focus	Classification	Status	Other information
Wolverhampton City Council_4	Railway station access improvement	Creation of a new access road to the railway station off Horesley Fields. Current access is from inside the ring road leading to high levels of traffic within the city centre.	Traffic planning and management: Improvement of public transport	Other	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_5	Conduct a feasibility study of roadside emission testing.	The City Council (WCC) will evaluate the viability of the testing of vehicle emissions at the roadside. If testing proves to be viable, drivers whose vehicles fail the test could be issued with a fixed penalty notice.	Other measure: Other measure	Evaluation	Start date: 2006 Expected end date: 2008 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_6	Improve the WCC Fleet.	The City Council will continue to favour low emission vehicles in its own fleet.	Other measure: Other measure	Implementation	Start date: 2006 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".

Measure code	Description	Focus	Classification	Status	Other information
Wolverhampton City Council_7	Discourage drivers from allowing their engines to idle unnecessarily when parked.	WCC to undertake a programme of driver awareness/ecodriving.	Other measure: Other measure	Implementation	Start date: 2006 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_8	Showcase route extension and improvements.	The Council will implement a programme of enhanced bus routes featuring real time information at bus stops, improved bus shelters and lighting at stops and bus priority at junctions.	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2006 Expected end date: 2011 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_9	Increased bus lane enforcement.	Fixed roadside cameras for bus lane enforcement.	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".

Measure code	Description	Focus	Classification	Status	Other information
Wolverhampton City Council_10	Increase in passenger capacity of rail network.	The City Interchange Project (see points 1 & 2) forms a major new transport interchange, based upon the existing rail station and bus station. It will provide new linkages and encourage modal shift, enhancing and improving City Centre access.	Traffic planning and management: Improvement of public transport	Implementation	Start date: 2007 Expected end date: 2016 Spatial scale: Whole agglomeration Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_11	The investigation of 'Red Routes' to ease congestion.	WCC has completed a demonstration red route scheme on the A449 Stafford Road.	Traffic planning and management: Improvement of public transport	Other	Start date: 2006 Expected end date: 2008 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_12	Improvement of Urban Traffic Control Systems designed to reduce congestion.	WCC will participate in development of Urban Traffic Control arrangements for the West Midlands. This has identified the best enhancement linkages between the existing centres and between the urban systems and the Highways Agency systems.	Traffic planning and management: Other measure	Implementation	Start date: 2005 Expected end date: 2014 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".

Measure code	Description	Focus	Classification	Status	Other information
Wolverhampton City Council_13	Wolverhampton Car Share (WCS).	WCC will facilitate a Car Share Coordinator which aims to give those travelling to work an alternative travel option.	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_14	Promotion of walking.	The City Council has adopted a Walking Strategy as a requirement of Government and the LTP. The Strategy promotes facilities to encourage people to walk for more journeys. It covers all aspects from the provision of pedestrian friendly facilities in new developments, education and promotion of walking as a mode of transport, as well as the maintenance of existing facilities.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2001 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_15	Promotion of cycling.	WCC has adopted a Cycle Strategy and has an annual rolling programme for cycle facilities. These provide a framework for the City Council to promote and provide additional safe cycle routes, secure cycle parking and training initiatives. The Council will also continue to ensure that new residential and commercial developments provide secure cycle storage facilities and contribute to the cycle network.	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2001 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".

Measure code	Description	Focus	Classification	Status	Other information
Wolverhampton City Council_16	West Midlands Low Emissions Towns & Cities Program (LETCP)	The LETCP seeks to promote joint working to reduce regulated road transport emissions, primarily oxides of nitrogen (NOx) and particulate matter, as well as securing reductions in greenhouse gases and noise emissions where practicable. Building on policies and measures to discourage vehicle use and encourage a shift to sustainable transport modes, the LETCP aims to achieve improvements in emissions from the vehicle fleet through the accelerated take-up of cleaner fuels and technologies and by discouraging the use of high emission vehicles.	Other measure: Other measure	Implementation	Start date: 2007 Expected end date: 2017 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Delivery of work streams Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_16a	Low Emission Strategy	Overarching Low Emission Strategy for the 7 West Midlands Authorities to improve emissions and concentrations of NO2 and particulates while also seeking to exploit the synergies of CO2 and noise reduction, where possible, through the transformation of the West Midlands vehicle fleet	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Adoption of the Low Emission Strategy within each Local Authority area. Target emissions reduction: N/A
Wolverhampton City Council_16b	Planning Guidance	Develop a regional Good Practice Planning Guidance which protects residents of future development schemes from exposure to air pollution. The guidance promotes a simplified assessment criteria and definition of sustainability, and incorporates mitigation as standard to help counter cumulative impacts. It applies a procedure for evaluating additional requirements for mitigation and compensation using cost damage analysis.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2014 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".

Measure code	Description	Focus	Classification	Status	Other information
Wolverhampton City Council_16c	Procurement Guidance	Develop a regional Good Practice Procurement document with the following key policies and benefits: Local sourcing (reduced vehicle mileage), Sustainable fleet demonstration, specification and contract award criteria, including Government Buying Standards considerations. Development of Whole Life Cost model, including damage costs of environmental impact. Innovative procurement. Development of public private partnerships.	Other measure: Other measure	Implementation	Start date: 2011 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of Guidance and implementation across the West Midlands Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_16d	Low Emission Zone Feasibility	A technical study into the feasibility of creating a transferable LEZ model for the West Midlands. A range of scenarios were selected (City Centre / Motorway / Street Canyon and Urban Corridor).The study assesses the benefits and disadvantages of emission control policies on key vehicle types for each scenario, including cost benefit analysis and potential costing for implementation, as well as Health Impact Assessment (HIA) of the most effective intervention measures	Other measure: Other measure	Evaluation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Publication of feasibility study and adoption of measures capable of improving emissions/pollutant concentrations. Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_17	OLEV Go Ultra Low City Status Scheme	Submission of a bid for promotion of low emission vehicles and establishment of charging infrastructure	Public procurement: Other measure	Preparation	Start date: 2014 Expected end date: 2021 Spatial scale: Whole agglomeration Source affected: Transport Indicator: Success of the bid Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".

Measure code	Description	Focus	Classification	Status	Other information
Wolverhampton City Council_18	Green Fleet Review	Carry out Green Fleet Review of council's liveried and grey fleets. Plugged In Fleet Initiative (PIFI) review of potential for ULEV vehicles including the introduction of staff pool vehicles.	Other measure: Other measure	Preparation	Start date: 2014 Expected end date: 2021 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_19	Local sustainable transport initiatives	Support the broader aims of OLEV by promoting alternative modes of transport to single car occupancy of ICE vehicles, thereby improving air quality & facilitating behaviour change	Public procurement: Other measure	Preparation	Start date: 2014 Expected end date: 2020 Spatial scale: Whole agglomeration Source affected: Transport Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Wolverhampton City Council_20	Encouragement of City Centre living	Wolverhampton City Council will continue its strategy to encourage city centre living	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: None set Target emissions reduction: N/A

Measure code	Description	Focus	Classification	Status	Other information
Wolverhampton City Council_21	Energy efficiency	WCC will pursue the uptake of alternative energy sources in council buildings. WCC will work with Wolverhampton Homes to continue its energy efficiency strategy for residential properties.	Other measure: Other measure	Implementation	Start date: 2004 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Commercial and residential sources Indicator: None set Target emissions reduction: West Midlands Local Transport Plan 3 performance aim: " A net reduction of Nitrogen Dioxide (NO2) in those areas, as confirmed by each local authority within the West Midlands, where the annual average NO2 values are predicted to exceed 40µg/m3 between 2008 (baseline) and 2015".
Worcester City Council_1	Improvement of signage for traffic to avoid AQMA	Encourage strategic traffic to avoid travelling through the AQMA and directing traffic via other routes	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Decrease in traffic flows through AQMA. Decrease in number of strategic journeys through AQMA Target emissions reduction: 5-10%
Worcester City Council_2	Freight Quality Partnership (work with sat nav providers)	Encourage freight vehicles to avoid AQMA and find alternative routes through work with sat nav data providers to ensure freight is routinely routed around AQMA	Traffic planning and management: Other measure	Evaluation	Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Significant reduction of strategic freight diverted away from AQMA. Target emissions reduction: 5-25%
Worcester City Council_3	Alteration to Traffic Light Phasing in and around Dolday	Explore whether alteration to traffic light phasing around the Dolday AQMA could improve flow within the AQMA, specifically in area where measured NO2 is particularly high	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2014 Spatial scale: Local Source affected: Transport Indicator: Improved flow of traffic around Dolday. Reduction in queuing times. Target emissions reduction: 1-2%

Measure code	Description	Focus	Classification	Status	Other information
Worcester City Council_4	Bus Quality Partnership (as part of a wider Worcester City Centre Accessibility Masterplan Strategy and combined Low Emission Strategy)	Reduce bus related emissions in AQMA through use of Bus Quality Partnerships (BQP) with local operators. Worcester City bus station is located on perimeter of Dolday AQMA and as such bus contribution to emissions is high	Retrofitting: Retrofitting emission control equipment to vehicles	Evaluation	Start date: 2018 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Elimination of lower Euro standard buses (which Euro Standards to be agreed should political support for such an action be secured) by as yet unknown date. Target emissions reduction: 5-25%
Worcester City Council_5	Encourage uptake of employer and residential travel plans for major employers and new developments to area	Promotion of alternative modes of transport through organisation and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1%
Worcester City Council_6	Encourage car sharing	Promote development and use of car sharing through potential County-wide personal travel planning service	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of people car sharing Target emissions reduction: <1%
Worcester City Council_7	Install secure cycle parking shelters	Encourage cycling as a mode of transport into the city centre	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2015 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of secure cycle parking shelters in City, increase in use of secure cycle parking shelters Target emissions reduction: <1%
Worcester City Council_8	Greening Council and Business Fleets	Secure use of "cleaner" fuels/higher Euro standard vehicles for Council and Business fleets. Support bid for installation of CNG facility in Worcestershire	Traffic planning and management: Other measure	Planning	Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Increase in number of Council and business fleet vehicles of higher Euro Standard and/or utilising alternative fuels Target emissions reduction: <1%

Measure code	Description	Focus	Classification	Status	Other information
Worcester City Council_9	Development of a Low Emission Strategy for Worcestershire	Development and implementation of low emission strategy to contain a variety of strategies aimed at reducing emissions.	Other measure: Other measure	Evaluation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Formal adoption and implementation of Low Emission Strategy Target emissions reduction: Currently unknown - dependant on what measures are included in any Low Emission Strategy and if political support for a Low Emission Strategy can be secured.
Worcester City Council_10	Installing electric vehicle charging points	Encourage and facilitate use of electric vehicles through increased provision of charging points	Other measure: Other measure	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Increase in availability of EV charging points and corresponding increase in use of electric vehicles Target emissions reduction: 0.015
Worcester City Council_11	Encourage developers to provide sustainable transport facilities and links serving new developments	Encourage and facilitate uptake of sustainable modes of transport where new developments are proposed	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Greater provision of sustainable transport facilities and links servicing new developments Target emissions reduction: <1%
Worcester City Council_12	Railway Enhancements	Improvements to trains, stations, services etc. to encourage and facilitate increased use of rail travel	Traffic planning and management: Encouragement of shift of transport modes	Implementation	Start date: 2013 Expected end date: 2018 Spatial scale: Whole town or city Source affected: Transport Indicator: Completion of new Worcester Parkway rail station. Increased use of Worcester Foregate Street station following refurbishment. Target emissions reduction: <1%

Measure code	Description	Focus	Classification	Status	Other information
Worcester City Council_13	Travel Planning	Promotion of alternative modes of transport through business and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1%
Worcester City Council_14	Raise the profile and increase awareness of air quality within the region	Raise the profile and increase awareness of air quality within the region	Public information and Education: Other mechanisms	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased awareness at District, County and general public levels of air quality issues across the County Target emissions reduction: <1%
Worcester City Council_15	Smarter Choices - Choose How You Move marketing initiatives	Promotion of alternative modes of transport through organisation and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1%
Worcester City Council_16	Make air quality information more available and accessible	Proactive publication of information on WRS website	Public information and Education: Internet	Implementation	Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved availability of air quality information. More information proactively published on website. Target emissions reduction: <1%
Worcester City Council_17	Produce Air Quality Supplementary Planning Document	Provide consistent approach to planning application and mitigation through production and adoption of Supplementary Planning Document for Air Quality	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Formally adopted and utilised AQ SPD at all six LPAs across Worcestershire Target emissions reduction: <1%

Measure code	Description	Focus	Classification	Status	Other information
Worcester City Council_18	Air Quality Networks	Collaboration between networks of neighbouring Local Authorities to tackle air quality in their area	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved cross boundary working between local authorities in Worcestershire Target emissions reduction: <1%
Worcester City Council_19	Forge closer links with local health agencies	Improve relationships with health agencies to ensure public health aspect of air quality continues to be relevant	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Participation of relevant health agencies in the Worcestershire Air Quality Steering Group Target emissions reduction: <1%
Worcester City Council_20	Introduction of a Journey Time Management System (JTMS) around A4440.	Real time journey time information, based on GPS/Bluetooth data, displayed on VMS boards around Worcester City on A4440 as part of wider improvement works.	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of vehicles staying on A4440 to reach destination rather than diverting through the City in search of a "quicker" route. Reduction in number of strategic trips through the city centre Target emissions reduction: 1%-5%
Worcester City Council_21	Develop and implement Worcester City Centre Masterplan and combined Low Emission Strategy	Worcester City Council in conjunction with Worcestershire County Council to develop a City Centre Masterplan, WRS to facilitate development and implementation of a Low Emission Strategy to be combined with the City Centre Masterplan	Other measure: Other measure	Evaluation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Formal adoption and implementation of City Centre Masterplan and Low Emission Strategy Target emissions reduction: Currently unknown - will depend on the measures put in place as part of the Low Emission Strategy and wider Masterplan. Estimate emission reduction could be as high as 40%

Measure code	Description	Focus	Classification	Status	Other information
Worcester City Council_22	Promote and support walking and cycling initiatives in Worcestershire	Initiative to encourage the uptake of walking and cycling by promoting the benefits using various packages such as The Chose How You Move Initiative	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour to more sustainable modes of transport e.g. walking, cycling, public transport Target emissions reduction: 0.01
Worcester City Council_23	Promote flexible working arrangements	Promotion of flexible working arrangements with local businesses to include working from home opportunities, staggered start times etc.	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in use of flexible working arrangements with local businesses. Target emissions reduction: <1%
Worcester City Council_24	Loading and unloading restrictions during peak traffic times	Creation and implementation of TRO to restrict loading and unloading during peak times	Traffic planning and management: Other measure	Evaluation	Start date: 2018 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Introduction and implementation of TRO during peak times. Reduced incidence of loading and unloading during peak times and therefore improved flow/reduced congestion. Target emissions reduction: 5-10%
Worcester City Council_25	Bus Quality Partnership (as part of a wider Worcester City Centre Accessibility Masterplan Strategy and combined Low Emission Strategy)	Reduce bus related emissions in AQMA through use of Bus Quality Partnerships (BQP) with local operators. Lowesmoor is a primary arterial bus route serving the city centre therefore emission contributions from buses are high.	Public procurement: Cleaner vehicle transport services	Evaluation	Start date: 2018 Expected end date: 2020 Spatial scale: Local Source affected: Transport Indicator: Elimination of lower Euro standard buses (which Euro Standards to be agreed should political support for such an action be secured) by as yet unknown date. Target emissions reduction: 5-25%
Worcester City Council_26	Alteration to phasing of traffic light systems	Explore alteration of traffic light phasing for signal systems within and affecting AQMA	Traffic planning and management: Other measure	Implementation	Start date: 2013 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Improved flow of traffic through Lowesmoor. Reduced congestion. Reduced volume of traffic. Target emissions reduction: 5-10%

Measure code	Description	Focus	Classification	Status	Other information
Worcester City Council_27	Number of bus routes and non pull-in stops in AQMA	Move bus stops out of AQMA or create pull-in stops (if feasible) to improve flow.	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Location of bus stops changed to minimise congestion and traffic flow problems Target emissions reduction: 1-5%
Worcester City Council_28	Traffic lights onto Lowesmoor Terrace cause congestion	During consultation County Council advised that congestion caused by contravention of existing TRO that restricts traffic eastbound through Lowesmoor during afternoon peak times - improve enforcement of existing TRO	Traffic planning and management: Other measure	Implementation	Start date: 2013 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Decreased in non-permitted vehicles along Lowesmoor at restricted times resulting in reduced volume of traffic and reduced congestion. Target emissions reduction: 5-10%
Wychavon District Council_1	Wider highway improvement scheme to include three actions identified as part of action planning process - removal of traffic light system at Port Street/Waterside junction.	Removal of signals at Waterside junction and replacement with mini-roundabout or t-junction to improve flow and reduce congestion in Port Street.	Traffic planning and management: Other measure	Preparation	Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Reduction in monitored NO2 such that AQMA can be revoked. Target emissions reduction: 5-10%
Wychavon District Council_2	Introduction of signals at roundabouts.	Signalisation of Lid roundabout.	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Control of vehicle cohort travelling along Port Street, reduction of queuing in the Port Street street canyon Target emissions reduction: 5-10%
Wychavon District Council_3	Improvement to pedestrian crossing management.	Upgrade pedestrian crossings to provide intelligent system.	Traffic planning and management: Other measure	Planning	Start date: 2015 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Vehicles will not be held at two separate crossings along the street canyon. The two crossings will be linked and have synchronised green phases. Target emissions reduction: 0.02

Measure code	Description	Focus	Classification	Status	Other information
Wychavon District Council_4	Bus Quality Partnership	Reduce bus related emissions in AQMA through use of Bus Quality Partnerships (BQP) with local operators. Port Street is a primary bus route in and out of the city centre and as such bus contribution to emissions is high	Public procurement: Cleaner vehicle transport services	Evaluation	Start date: 2018 Expected end date: 2030 Spatial scale: Local Source affected: Transport Indicator: Elimination of lower Euro standard buses (which Euro Standards to be agreed should political support for such an action be secured) by as yet unknown date. Target emissions reduction: 0.01
Wychavon District Council_5	Loading and unloading restrictions during peak traffic times	Loading and unloading of vehicles is a frequent issue which results in congestion. Variable loading and unloading restrictions exist but are under enforced.	Traffic planning and management: Other measure	Evaluation	Start date: 2015 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Fewer incidents of loading and unloading resulting in congestion due to increased enforcement. Potential increase in number of fixed penalty notices served. Target emissions reduction: 1-3%
Wychavon District Council_6	Freight Quality Partnership (work with sat nav providers)	Encourage freight vehicles to avoid AQMA and find alternative routes through work with sat nav data providers to ensure freight is routinely routed around AQMA	Traffic planning and management: Other measure	Evaluation	Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: Significant reduction of strategic freight diverted away from AQMA. Target emissions reduction: 5-10%
Wychavon District Council_7	Encourage developers to provide sustainable transport facilities and links serving new developments	Encourage and facilitate uptake of sustainable modes of transport where new developments are proposed	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Greater provision of sustainable transport facilities and links servicing new developments Target emissions reduction: <1%
Wychavon District Council_8	Smarter Choices - Choose How You Move marketing initiatives	Promotion of alternative modes of transport through organisation and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1%

Measure code	Description	Focus	Classification	Status	Other information
Wychavon District Council_9	Greening Council and Business Fleets	Secure use of "cleaner" fuels/higher Euro standard vehicles for Council and Business fleets. Support bid for installation of CNG facility in Worcestershire	Traffic planning and management: Other measure	Evaluation	Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Increase in number of Council and business fleet vehicles of higher Euro Standard and/or utilising alternative fuels Target emissions reduction: <1%
Wychavon District Council_10	Encourage car sharing	Promote development and use of car sharing through potential County-wide personal travel planning service	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of people car sharing Target emissions reduction: <1%
Wychavon District Council_11	Installing electric vehicle charging points	Encourage and facilitate use of electric vehicles through increased provision of charging points	Other measure: Other measure	Planning	Start date: 2014 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in availability of EV charging points and corresponding increase in use of electric vehicles Target emissions reduction: 0.015
Wychavon District Council_12	Raise the profile and increase awareness of air quality within the region	Raise the profile and increase awareness of air quality within the region	Public information and Education: Other mechanisms	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased awareness at District, County and general public levels of air quality issues across the County Target emissions reduction: <1%
Wychavon District Council_13	Encourage uptake of employer and residential travel plans for major employers and new developments to area	Promotion of alternative modes of transport through organisation and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1%

Measure code	Description	Focus	Classification	Status	Other information
Wychavon District Council_14	Travel Planning	Promotion of alternative modes of transport through business and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: <1%
Wychavon District Council_15	Promote flexible working arrangements	Promotion of flexible working arrangements with local businesses to include working from home opportunities, staggered start times etc.	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in use of flexible working arrangements with local businesses. Target emissions reduction: <1%
Wychavon District Council_16	Make air quality information more available and accessible	Proactive publication of information on WRS website	Public information and Education: Internet	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved availability of air quality information. More information proactively published on website. Target emissions reduction: <1%
Wychavon District Council_17	Produce Air Quality Supplementary Planning Document	Provide consistent approach to planning application and mitigation through production and adoption of Supplementary Planning Document for Air Quality	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Formally adopted and utilised AQ SPD at all six LPAs across Worcestershire Target emissions reduction: <1%
Wychavon District Council_18	Air Quality Networks	Collaboration between networks of neighbouring Local Authorities to tackle air quality in their area	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved cross boundary working between local authorities in Worcestershire Target emissions reduction: <1%

Measure code	Description	Focus	Classification	Status	Other information
Wychavon District Council_19	Forge closer links with local health agencies	Improve relationships with health agencies to ensure public health aspect of air quality continues to be relevant	Other measure: Other measure	Preparation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Participation of relevant health agencies in the Worcestershire Air Quality Steering Group Target emissions reduction: <1%
Wychavon District Council_20	HGV >7.5t currently unable to utilise alternative bridge	Improvements to bridge to allow removal of weight restriction	Traffic planning and management: Other measure	Implementation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Removal of weight restriction on Abbey road Bridge Target emissions reduction: <1%
Wychavon District Council_21	Promote and support walking and cycling initiatives in Worcestershire	Initiative to encourage the uptake of walking and cycling by promoting the benefits using various packages such as The Chose How You Move Initiative	Traffic planning and management: Encouragement of shift of transport modes	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour to more sustainable modes of transport e.g. walking, cycling, public transport Target emissions reduction: 0.01
Wyre Forest District Council_1	Normal length buses block road in narrow bends	Buses cause blockage in road leading to back up of traffic not being able to pass. Encourage bus companies through Bus Quality partnership to use shorter length buses on route.	Traffic planning and management: Improvement of public transport	Preparation	Start date: 2015 Expected end date: 2017 Spatial scale: Local Source affected: Transport Indicator: More shorter length buses seen in AQMA area Target emissions reduction: 0.02
Wyre Forest District Council_2	Alteration to phasing of traffic light systems	Two sets of traffic lights (pedestrian crossings) seen to affect traffic build up in AQMA.	Traffic planning and management: Other measure	Other	Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Decrease in congestion within AQMA area Target emissions reduction: 0.03
Wyre Forest District Council_3	Loading and unloading restrictions during peak traffic times	Restrictions are already in place but further enforcement believed to improve traffic flow with AQMA.	Traffic planning and management: Management of parking places	Preparation	Start date: 2015 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Decrease in illegally parked vehicles Target emissions reduction: 0.02

Measure code	Description	Focus	Classification	Status	Other information
Wyre Forest District Council_4	HGV or weight restriction on affected roads	Encourage HGVs to avoid AQMA and find alternative routes	Traffic planning and management: Other measure	Preparation	Start date: 2015 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Less HGV's travelling through AQMA Target emissions reduction: 0.02
Wyre Forest District Council_5	Encourage developers to provide sustainable transport facilities and links serving new developments	Encourage and facilitate uptake of sustainable modes of transport where new developments are proposed	Other measure: Other measure	Preparation	Start date: 2013 Expected end date: 2016 Spatial scale: Local Source affected: Transport Indicator: Greater provision of sustainable transport facilities and links servicing new developments Target emissions reduction: 0.01
Wyre Forest District Council_6	Encourage car sharing	Promote car sharing services within Wyre Forest	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in number of people car sharing Target emissions reduction: 0.01
Wyre Forest District Council_7	Greening Council and Business Fleets	Secure use of "cleaner" fuels/higher Euro standard vehicles for Council and Business fleets. Support bid for installation of CNG facility in Worcestershire	Traffic planning and management: Other measure	Planning	Start date: 2016 Expected end date: 2018 Spatial scale: Local Source affected: Transport Indicator: Increase in number of Council and business fleet vehicles of higher Euro Standard and/or utilising alternative fuels Target emissions reduction: 0.01
Wyre Forest District Council_8	Installing electric vehicle charging points	Encourage and facilitate use of electric vehicles through provision of charging points in city	Other measure: Other measure	Preparation	Start date: 2014 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Increase in availability of EV charging points and corresponding increase in use of electric vehicles Target emissions reduction: 0.01

Measure code	Description	Focus	Classification	Status	Other information
Wyre Forest District Council_9	Encourage uptake of employer and residential travel plans for major employers and new developments to area	Promotion of alternative modes of transport through organisation and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01
Wyre Forest District Council_10	Travel Planning	Promotion of alternative modes of transport through organisation and personal travel planning	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in uptake of personal travel planning services. Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01
Wyre Forest District Council_11	Raise the profile and increase awareness of air quality within the region	Publication campaign relating to air quality to publicise and raise awareness of air quality and its implications	Public information and Education: Other mechanisms	Evaluation	Start date: 2014 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Increased awareness at District, County and general public levels of air quality issues across the County Target emissions reduction: 0.01
Wyre Forest District Council_12	Smarter Choices - Choose How You Move marketing initiatives	Use of marketing and information methods to encourage use of sustainable travel modes and typically include workplace, school, residential, community, travel planning, car sharing and clubs, and awareness raising campaigns	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Change in behaviour towards more sustainable modes of transport. Target emissions reduction: 0.01
Wyre Forest District Council_13	Make air quality information more available and accessible	WRS to make all air quality documents available to the general public for access from the website	Public information and Education: Internet	Evaluation	Start date: 2013 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved availability of air quality information. More information proactively published on website. Target emissions reduction: 0.01

Measure code	Description	Focus	Classification	Status	Other information
Wyre Forest District Council_14	Produce Air Quality Supplementary Planning Document	Document providing transparent and consistent advice to development control departments and developers relating to air quality	Other measure: Other measure	Preparation	Start date: 2015 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Formally adopted and utilised AQ SPD at all six LPAs across Worcestershire Target emissions reduction: 0.01
Wyre Forest District Council_15	Air Quality Networks	Group of councils working in partnership to address air quality issues across those areas	Other measure: Other measure	Implementation	Start date: 2014 Expected end date: 2016 Spatial scale: Whole town or city Source affected: Transport Indicator: Improved cross boundary working between local authorities in Worcestershire Target emissions reduction: 0.01
Wyre Forest District Council_16	Forge closer links with local health agencies	Aiming to forge partnership with local health authorities such as Public Health England to improve knowledge and understanding of local air quality and associated health risks	Other measure: Other measure	Implementation	Start date: 2015 Expected end date: 2030 Spatial scale: Whole town or city Source affected: Transport Indicator: Participation of relevant health agencies in the Worcestershire Air Quality Steering Group Target emissions reduction: 0.01
Wyre Forest District Council_17	Promote flexible working arrangements	Promoting flexible working arrangements with local businesses	Traffic planning and management: Encouragement of shift of transport modes	Evaluation	Start date: 2015 Expected end date: 2015 Spatial scale: Whole town or city Source affected: Transport Indicator: Increase in use of flexible working arrangements with local businesses. Target emissions reduction: 0.01
Wyre Forest District Council_18	Freight Quality Partnership	Encourage freight vehicles to avoid AQMA and find alternative routes	Traffic planning and management: Freight transport measure	Planning	Start date: 2015 Expected end date: 2017 Spatial scale: Whole town or city Source affected: Transport Indicator: Decreased in freight movements through AQMA Target emissions reduction: 2-5%

Measure code	Description	Focus	Classification	Status	Other information
Wyre Forest District Council_19	Promote and support walking and cycling initiatives in Worcestershire	Initiative to encourage the uptake of walking and cycling by promoting the benefits using various packages such as The Chose How You Move Initiative	Traffic planning and management: Encouragement of shift of transport modes	Planning	Start date: 2015 Expected end date: 2015 Spatial scale: Local Source affected: Transport Indicator: Change in behaviour to more sustainable modes of transport e.g. walking, cycling, public transport Target emissions reduction: 0.01

This information is out of date.