

Subject:	Clean Air Day and Car Free Day		
Date of Meeting:	26 November 2019		
Report of:	Executive Director, Economy, Environment & Culture		
Contact Officer:	Name:	Andrew Renaut	Tel: 01273 292477
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Ward(s) affected:	All Wards, particularly Rottingdean Coastal		

FOR GENERAL RELEASE**1. PURPOSE OF REPORT AND POLICY CONTEXT**

1.1 In setting out its transport strategy, the council's current Local Transport Plan [LTP4] identifies a number of ways in which the city's transport network can be managed and improved. One way of doing so is by encouraging and influencing changes in travel behaviour and informing people's travel choices. This can be achieved by:-

- awareness and publicity campaigns to promote availability and benefits of transport options, and respect and responsibility for each other when travelling;
- provide travel and passenger information for, and during, journeys; and
- promotion of travel choices for individuals and families, businesses, and for school children, parents and teachers.

1.2 Since February 2018, the council has received and considered a number of representations and requests from councillors regarding its participation in event awareness-raising days that take place globally and nationally and which are focused on transport, public health and the environment. This report outlines the background to two primary and recognised events, which are Clean Air Day and Car Free Day, and outlines possible options available to the council to undertake activities and encourage people to participate in them in 2020. This participation would support the council's priorities to promote and deliver increased use of sustainable and active travel, and improve air quality in order to help improve people's health and further reinforce the council's ambition for the city to become carbon-neutral by 2030.

2. RECOMMENDATIONS:

- 2.1 That the Committee requests that officers approach Rottingdean Parish Council to discuss opportunities to work jointly on a Clean Air Day initiative in June 2020.
- 2.2 That the Committee agrees to receive a further report to consider options for participating in European Mobility Week and Car Free Day in September 2020.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 In March 2018, this committee considered a Notice of Motion about Clean Air Day, after it was originally presented at Full Council, and agreed to receive a report on the matter which would explore the potential to participate in such a day and assess the implications and resources required to do so.
- 3.2 This committee also considered a Member letter on the subject of Clean Air Day and Car Free Day at its meeting on 25 June 2019. The letter requested that some specific actions be undertaken to ensure the council is ready for Car Free Day in September and can commit to future Clean Air Days. The Chair's response requested that the council's Air Quality Management Officer Board should consider the potential opportunities that may be available to do so within existing projects and programmes that are currently funded.
- 3.3 On 25 July 2019, a Notice of Motion was agreed by Full Council regarding 'Support for Youth Strikes and Other Climate Action.' The Agreed Notice of Motion requested officers to bring forward a report which included exploring the potential for a Youth Strike day to also coincide with council efforts to deliver 'car free' days in the city, as part of the council's declaration of a climate emergency. A further report was considered by the council's Policy & Resources Urgency Sub-Committee on 12 September 2019.
- 3.4 A further question was also asked about Car Free Day at the previous meeting of this committee in October 2019, including asking officers to start making arrangements for 2020. In response it was agreed that a report outlining how the council could participate in such events during 2020 would be brought to this meeting.

Car Free Day

- 3.5 Car Free Day is a longstanding and recognised day of activity. Established in the mid-1990s as a single day's event, the campaign has developed over many years and is now a global event. In Europe it was more formally established in 2000 and was known as 'In town without my car'. It has now become part of a wider period of activity known as European Mobility Week, which runs from 16-22 September. Car Free Day takes place on 22 September and encourages those who would usually drive to use an alternative means of travel to undertake their trip.
- 3.6 Historically, the council has organised and managed Car Free Day events, coinciding with European Mobility Week, involving closing streets such as Ship Street, East Street and Bartholomews that ultimately led to the introduction of traffic reduction schemes such as The Old Town Project that now includes the closure of the northern part of Ship Street and weekend pedestrianisation of East Street.
- 3.7 The theme of European Mobility Week this year, was 'Safe Walking and Cycling'. During the week, the council highlighted twenty steps that are already being taken during and either side of the week to reduce transport emissions and improve air quality, such as Healthwalks and cycling skills, as well as electric vehicle infrastructure and the introduction of an Ultra Low Emission Zone.

Clean Air Day

- 3.8 Clean Air Day is a relatively new annual event/campaign which is co-ordinated by the environmental charity Global Action Plan. It takes place in June and will be on 18 June in 2020. Rottingdean Parish Council participated in the campaign in 2018 and 2019.

Possible opportunities

- 3.9 The council already undertakes a number of activities that include awareness and education campaigns to promote more sustainable travel behaviour and choices. These include promotion associated with particular projects, such as the BikeShare scheme, or the Safer Routes to School programme and other road safety and sustainable travel education initiatives with schools across the city.
- 3.10 The council's current 3-year Access for Sustainable Travel Programme is primarily funded with £1.485 million of Government revenue funding. The money was secured by the council following a successful bid in 2016. The programme has included projects that promote sustainable transport as the preferred way for people to access the seafront area for employment and leisure such as Employment focused Personalised Travel Planning, improved access to work and education, encouraging cycling, and road safety. The projects are aimed at residents, visitors, employees and students.
- 3.11 In March this year, the council worked in partnership with Sustrans to help facilitate timed traffic restrictions on the road outside the school gates at St Luke's in the Queen's Park area as part of a trial for School Streets Day. The programme aims to ease the congestion, poor air quality and road safety concerns that many schools experience during drop-off and pick-up times while encouraging children to become healthier through more active travel. Roads were closed outside schools and children and families were given the opportunity to enjoy the empty road space available.
- 3.12 Some possible options for activities or projects that could be considered by the council as a means of participating in, or recognising the objectives of, Clean Air and/or Car Free Days include:-
- Awareness campaign and activities related to driving style e.g eco-driving and anti- idling. Promotion could make use of various forms of communication, including social media.
 - Partnering with other organisations who wish to promote and encourage changes in behaviour that will help meet the city's and council's aims, such as Rottingdean Parish Council.
 - The Government has recently indicated that the council will receive further revenue funding, subject to final approval in December 2019 of the council's proposals for a fourth year of its Access for Sustainable Travel Programme.
 - Development of activities to support the council's aim for the city to become carbon-neutral by 2030, such as more School Streets trials in the city (which are the subject of a bid to the council's Sustainability and Carbon Reduction Investment Fund [SCRIF]) and a council Staff Travel Plan.
 - Further bids for funding to increase the uptake of active and sustainable travel and the availability of electric vehicle charging points or shift to low-emission engine technology.

- 3.13 The city includes two designated Air Quality Management Areas. One covering a significant area of the central and western built-up area, and the other in Rottingdean High Street. The council has recently implemented a traffic management scheme in the High Street to assist in reducing the impacts of vehicle emissions in the narrowest section. Therefore, working jointly with the Parish Council on a Clean Air Day initiative could help support the main aim of the scheme and encourage changes in behaviour that contribute towards air quality problems, given its previous involvement.
- 3.14 To achieve a greater effect and wider understanding of how greater use of sustainable and active travel, especially if it can be used instead of a car, van or lorry, can support health and environmental improvements, the council can also encourage other organisations who currently have or aspire to achieving greater levels of sustainable and active travel amongst local communities. This could include businesses or large organisations with Travel Plans, such as the city's two universities, which could undertake their own activities on either day, or those which would benefit from the outcomes of promotion and awareness events, such as the local Health Trusts in terms of improved personal and public health.
- 3.15 Encouraging and enabling local communities or organisations to participate in their own events and activities would also provide opportunities to raise greater awareness and to consider potential local solutions to some of the issues associated with vehicle use. These could be incorporated into, or carried out as part of, the council's planned activities or involve a bespoke event which could include a road closure or similar.
- 3.16 Information and resources are available on websites to increase knowledge and awareness of options and opportunities (among officers and local communities) and support the undertaking of events.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 An alternative option for raising awareness of the objectives that either day aims to achieve, could be to develop and undertake a year long programme of events and activities, which could include existing projects, programmes and initiatives. For those projects which include new infrastructure or equipment, additional promotional initiatives which seek to reduce or change travel patterns by raising awareness and providing greater choice could be developed alongside them.
- 4.2 Any significant investment in an event in 2020 could also include monitoring of a number of factors, which could include economic and environmental costs and effects, both short and long term, as well as measuring levels of awareness and changes in behaviour before and after the event. This would inform the consideration of any future events or activities beyond 2020.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 There has already been consultation and engagement with ward councillors, Rottingdean Parish Council and the local community about the traffic management measures in the Rottingdean Air Quality Management Area. These measures are aimed at addressing air quality problems within the narrowest

section of the High Street. Linking this with Clean Air Day will therefore serve to further emphasise the need for, and aims of, this scheme.

- 5.2 There has been no community engagement or consultation within the city regarding participation in Car Free Day, but successful events or activities would rely on significant community engagement with it.

6. CONCLUSION

- 6.1 This report outlines a number of possible options available to participate in Clean Air Day in June and Car Free Day in September 2020 and proposes two approaches. The first could take place within a local village (Rottingdean) that could complement existing participation in Clean Air Day by the Parish Council. The other could involve more significant activities within other parts of the city and would require greater levels of funding and therefore a further report to committee.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 Undertaking some joint promotional work with Rottingdean Parish Council on Clean Air Day would be expected to be relatively low cost and therefore could be funded from within allocated revenue budgets for 2020/21 and supported using existing officer time.
- 7.2 Financial implications will be considered as part of the review of options for participating in European Mobility Week and Car Free Day in September 2020 and will be included in a future report to this Committee. There is currently no specific funding allocated within existing budgets for a programme of events or activities associated to European Mobility Week or Car Free Day. The review of options would therefore need to consider identification of an appropriate budget, which would require approval as part of the budget setting or budget monitoring process in accordance with the councils Financial Regulations and Procedures.

Finance Officer Consulted: Steven Bedford

Date: 05/11/19

Legal Implications:

- 7.3 There are no direct legal implications associated with the content and recommendations of this report. However the actions proposed will contribute towards helping the Council comply with its duties under the Environment Act 1995 with regard to the improvement in local air quality of Air Quality Management Areas.

Lawyer Consulted: Stephanie Stammers

Date: 06/11/19

Equalities Implications:

- 7.4 There are no direct equalities implications associated with the recommendations within this report. Any activity that is developed or pursued for either day will be fully assessed in order to ensure that it is fully inclusive and accessible, including

and Equalities Impact Assessment if required. The purpose of the Equalities Impact Assessment will be to ensure that no group is disadvantaged in any way and to identify health and other benefits that will be inclusive across the local population.

Sustainability Implications:

- 7.5 Raising awareness can play a significant role in achieving sustainable outcomes through changes in behaviour or decision-making and will help meet the ambition of a carbon-neutral city by 2030.

Public Health Implications

- 7.6 Raising awareness of issues that can affect or improve public health would be expected to form a significant part of any activity associated with Clean Air Day or Car Free Day.

Corporate/Citywide Implications

- 7.7 Local participation in national and global awareness days can support the city's and council's wider aims and objectives, and can be further emphasised by the council's own participation in such events as an organisation/business and large employer in the city. A recent example of this is the participation of council staff in the 'Love to Ride' initiative during the successful, national Cycle September event, which was funded by the council's Access for Sustainable Travel Programme.

SUPPORTING DOCUMENTATION

Appendices:

None

Background Documents

1. Clean Air Day Notice of Motion and meeting minutes – Full Council and ETS Committee - February 2018 and March 2018.
2. Clean Air Day and Car Free Day Member letter to ETS Committee and meeting minutes – June 2019
3. Climate Strike report and meeting minutes - Policy & Resources Urgency-Sub Committee – September 2019
4. Car Free Day Member question at ETS Committee and meeting minutes – October 2019