

Extract from Chapter 6 from Interim Swale Strategic AQAP 2018 – 22

Strategic AQAP measures

Key strategic measures that need to be considered are those that target:

- Emission reductions from the HGV and LGV fleets;
- Volume reductions in the HGV fleet using the A2 especially through the AQMAs;
- Smoother, less congested, traffic flows of all vehicles through the AQMAs;
- Policies that encourage only low emission developments being approved; and
- Alternative modes to HGV, LGV and car use to reduce congestion and pollution from freight and other traffic.

Table 0.1 – Interim Air Quality Action Plan: Strategic AQAP measures

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	KPI	Target Reduction AQMA	Pollution in the	Progress Date to	Estimate Completion Date	Comments / AQMA
1.	Swale Freight Management Plan (2016)	Freight and Delivery Management	Delivery and Service plans	KCC	2016	2018- 2022						KCC and SBC to support Swale FMP by delivering recommendations (section 5) Document submitted to Defra 2016.
2.	"Clear air signage and	Freight and Delivery Management	Route Management Plans/	KCC	2018							New proposal to be evaluated (builds on FMP) Roadside

Appendix III

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	KPI	Target Reduction AQMA	Pollution in the	Progress to Date	Estimate Completion Date	Comments / AQMA
	information scheme”		Strategic routing strategy for HGV's									information includes “switch-off engine” congestion signage and over-night lorry parking ban information on A2
3.	Swale Low Emission Zone or Corridor	Promoting Low Emissions transport	Low Emissions Zone (LEZ) or Clean Air Zone (CAZ)	KCC/ SBC	2018							New proposal to be evaluated (builds on FMP) Create a (Euro emission class) restriction zones for all vehicles with strategic ANPR cameras.
4.	HGV “Clear air zone”	Promoting Low Emission Transport	Low Emission Zone (LEZ) or Clean Air Zone (CAZ)	KCC/ SBC	2018							New proposal to be evaluated (builds on FMP) Create a HGV (Euro emission class) restriction zones with strategic ANPR cameras.
5.	Swale and Medway A2 corridor Planning Agreement	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	SBC/ Medway Council	2018/19							New Proposal to be evaluated (building on Kent AQ Planning Document) Establish a planning policy mechanism for major developments with significant impact on A2 corridor to mitigate impact.
6.	Swale Air Quality and Planning Guidance (update)	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	SBC	2017/18 update	In-place and active since 2016						Update to include minimum standards and conditions for approval i.e. ULEV parking, alt transport options, charge

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												points, low NOx boilers, distance from road
7.	Air Quality and Low Emission Strategy	Policy Guidance and Development Control	Low Emissions Strategy	SBC	2017/18							New proposal to be evaluated (includes sustainable procurement, SBC fleet improvements, low emission fuels and installation (STOR) guidance)
8.	Low emission taxi licencing scheme (Kent)	Promoting Low Emission Transport	Taxi Licencing conditions	SBC	2017/18							New proposal to be evaluated Improve emissions from taxis, subsidies for lower local fares
9.	Clean-flow traffic management	Traffic Management	UTC, Congestion management, traffic reduction	KCC	2017							New proposal to be evaluated. Traffic smoothing though average speed camera section management. Linked to localised AQMA "20's plenty" measure
10.	Clean-air walking and cycle ways	Promote travel alternatives	Intensive active travel campaign & infrastructure	KCC/ SBC	2017/18							New proposal to be evaluated. Work with KCC & Development Management/Planning Policy to develop further walking and cycling infrastructure for local commuter and school routes
11.	Clean-air travel planning	Promote travel alternatives	Personalised Travel Planning	KCCC /SBC	2017/18							New proposal to be evaluated. Require strategic travel plan

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												requirements for new developments and businesses (KCC and SBC Planning & Dev Control)
12.	Promote and encourage change of transport modes	Promote low emission transport	Procuring alternative Refuelling infrastructure to promote Low Emission Vehicles, EV recharging, Gas fuel recharging	SBC	2018	Summer 2019-2020	% increase in electric /hybrid vehicles on the road using traffic counts.					New proposal to be evaluated. Support bids for eV infrastructure, alt. fuels, hybrid vehicles and low emission taxis. Encourage use of buses and trains as alternatives to cars by installing infrastructure at PnR and stations.
13.	Eco Stars	Vehicle Fleet Efficiency	Driver training and ECO driving aids	SBC	2014	2015-2018	Number of HGV and LGV drivers taken through scheme.					Ecostars pilot continues in 2017 (Initially 14 companies signed up in Swale with 812 vehicles)
14.	Air pollution alerts and information	Public information	Via other mechanisms	SBC	-	2018 - 2022	Number of (vulnerable) people using the alert service in Swale	n/a				Communications and marketing directed to vulnerable people (COPD) and information on health effects Use business forums to promote best eco practices for travel

Local focussed AQMA measures

Key locally focussed measures that are to be considered for the individual AQMAs are those that target localised:

- Initiatives that inform and protect local residents;
- Smooth traffic flows causing less congestion of all vehicles through the AQMAs;
- Freight management and access policies within AQMAs; and
- Access to cleaner alternative transport for residents and businesses

Table 0.2 – Interim Air Quality Management Area: Local AQAP measures

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	KPI	Target Pollution Reduction in the AQMA	Progress Date to	Estimate Completion Date	Comments / AQMA
1.	“20’s plenty” zones	Traffic Management	Reduction of speed limits, 20mph zones	KCC	2017						Community steering group proposal to be evaluated. (AQMA’s: 1,2,3,4,5)
2.	Campaigns for ant-idling, smoky exhausts	Traffic Management	Anti-idling enforcement	SBC	2017						Community steering group proposal to be evaluated. Promotion to raise awareness of health and air pollution (AQMA 2)
3.	Quiet delivery zones	Freight and delivery management	Quiet and out of hours delivery	KCC							Community steering group proposal to be evaluated. School and night-time hours restricted freight delivery times for noise and AQ.

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											(AQMAs: all)
4.	Pinch-point parking alternatives (red-route)	Traffic Management	Workplace Parking Levy, Parking Enforcement on highway	KCC	2017						New proposal to be evaluated. Remove pinch point A2 parking by providing alternate off-street parking and camera enforcement and signage(AQMAs: 1,2,4, 5)
5.	Local LEV car-club	Promoting Low Emission Transport	Other	SBC							Set-up low emission community car club or car-share scheme for AQMAs (AQMAs: 1,2,4, 5)
6.	Local school and business travel plans	Promoting travel alternatives	Promotion of walking and cycling and travel plans	KCC (+ PH SBC)	2010	2013 Swale already participating in the Kent Travel scheme and involved in Better business for all	% of schools participant in Kent smarter travel challenge recorded by KCC		Annual bids to the KCC	Ongoing	Community steering group proposal to be evaluated. (AQMAs: all)
7.	Tree planting scheme	Public information	Other	SBC	2017/18						Community steering group proposal in favour of tree planting schemes. Funding obtained by the community in 2016 -2017 to commence in Teynham

