

## **Appendix 2: The AQAP themes for delivering compliance within the AQMAs are below:**

### **Theme 1 - Public Health and Wellbeing (Health Promotion, Public information, Behaviour change/modal shift,).**

Improving air quality is largely driven by a change in attitude and travel behaviours. As a Council, we have strong role in encouraging and facilitating this change. We aim to continue to inform health impacts associated with poor air quality and provide information and guidance to our residents as to how they can protect themselves and be part of the solution.

### **Theme 2 - Active Travel, Public Transport and Low Emission Vehicles.**

Encouraging the uptake of alternatives to the car through improving cycling and walking opportunities, supporting sustainable public transport, car clubs, travel plans, electric vehicles, improving the electric vehicle charging infrastructure and other initiatives.

### **Theme 3 – Transport, Transport Planning and Traffic Management (Traffic management, Licensing, Parking, and Public Transport).**

The Council will work with its wider strategic partners, such as Kent County Council, on matters of traffic management and public transport on issues that extend beyond the SBC's direct control. The aim is to mitigate existing traffic and transport concerns and seek opportunities for alternatives and improvements.

### **Theme 4 - Local Planning Policy and Development Management.**

Various policy documents are already in place within the Council. It is important to utilise these to introduce mutually beneficial measures as mechanisms to reduce pollution emissions from road transport. This includes continuous development of air quality standards and guidance within the Local Plan Review and the Air Quality Planning and Technical Guidance.