

No.	Measure	EU Category	EU Classification	Focus	Lead Authority	Planning Phase	Implementation Phase	Indicator	Target annual Emission reduction in the AQMA	Progress to date
1	Variable message Signing (VMS) linked to Newbury car Park System	Traffic Management	UTC, Congestion management, traffic reduction	Reduce emissions within the town centre by identifying where car park spaces are available.	WBC	2010-11	2011-14	Car park usage	Negligible	Installed as part of Parkway opening spring 2012

2	Study into signalising junction at Burger King Roundabout	Traffic Management	UTC, Congestion management, traffic reduction	Reduce emissions within the AQMA by reducing queuing times and congestion.	WBC	2012-13	2013-15	Reduction in queuing time and congestion within AQMA and reduction in NO2 levels	15 µg/m3 (based on 2008 data)	Complete: Agreement at TPTG in Dec 2012 to carry out study using s106 monies in capital programme by 31/03/14 AQ grant. 2012/13 bid for VISSIM modelling study was unsuccessful. Consultants engaged to develop model.
3	Amendments to Bear Lane (Sainsbury's) Junction of A339, as this junction can impact on A343 Greenham Road Junction	Traffic Management	UTC, Congestion management, traffic reduction	Reduce emissions at a location close to the AQMA				Queuing time and congestion close to AQMA and reduction in NO2 levels	Links with 15 µg/m3 (based on 2008 data)	Developer contributions, timescale subject to Racecourse development Commencing. Further phases planned. Improvements to Greenham Rd / St John's Rd A343 Improvements to Bear Lane/B3421 completed.

5	Improved local bus services to reduce short car journeys	Transport Planning and Infrastructure	Bus route improvements	Reduce emissions within the town centre by reducing the number of cars and congestion.	WBC	2011		Increase in no. Of passenger journeys	negligible	14 buses replaced with newer vehicles meeting least Euro IV emission standards. Real time passenger information system extended (although Revenue funding support for system now being taken away). Smart ticketing system introduced. Improvements to bus stops (raised kerbs, clearways). Bus network revisions.
6	<p>Smarter Choices</p> <p>(1) Investigate the feasibility of a district wide car share scheme</p> <p>(2) Investigate the feasibility of a car club for Newbury and Thatcham area (Racecourse)</p> <p>(3) Promote Car sharing opportunities within the district</p>			Reduce emissions within the town centre by reducing number of cars	WBC	2012-13	2012-14	No. of car share cars and their usage.	Negligible	(1) Works commenced.
		Alternatives to private vehicle use	Car Clubs							N/A

7	Electrification of Newbury to Reading railway line	Transport Planning and Infrastructure	Public transport improvements- interchanges stations and services	Improvements to service	Network Rail	2011	2012-2015	Increased reliability of services and increase passenger usage	Negligible. Some air pollution reductions in and around major urban train stations along route as diesel trains are	Boundary Road bridge over railway line due be carried out in 13/14, NR required to raise bridge due to electrification but there are issues resighting. Worked have completed on many bridges
10	Supplementary Planning Document for AQ	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	Avoid worsening air quality by adopting local planning policies	WBC	2012	2013/14	Reduce reliance of car in new development. Us of s106 funds	negligible	Discussion with Planning Policy. Due to changes to PPS23/NPPF a "Guidance Note" or a "Position Statement" now likely. Commenced development of planning policy within the NPPF in relation to air quality.
12	Reduction of HDVs using A339 through Newbury	Freight and Delivery Management	Route Management Plans/ Strategic routing strategy for HGV's	Reduce emissions within the AQMA	WBC	2013		Reduction in HDV journeys along this section of road network and decrease in NO2 levels measured.	Links with 15 µg/m3 (based on 2008 data)	Freight Strategy review commenced 2013. Discussions by WBC with HCC.

13	Electric Charging points	Promoting Low Emission Transport	Procuring alternative Refuelling infrastructure to promote Low Emission Vehicles, EV recharging, Gas fuel recharging	Improve uptake of electric vehicles by providing a wider network of charging points in the region.	WBC	2012	2012-14	Usage of charging points	Negligible	<p>(1) Successful OLEV grant to install chargepoints on Council land 2013-15.</p> <p>(2) Ecotricity Rapid chargepoints installed at motorway service stations.</p> <p>(3) Agreement by FGW to install at Aldermaston and Theale stations.</p> <p>(4) EV Residential Guidance.</p> <p>(5) ULEV Readiness Programme</p>
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										(6) ULEV Strategy proposed (7) Promoting EV Vehicles
14	Health education	Public Information	Other	Increase awareness of health impact from poor air quality	WBC/PCT	2012	2016/17	Decrease in hospital admissions from asthma. Increase in walking and cycling.	N/A	Priorities with PCT did not previously relate to improving health due to poor air quality. Improved links with PH now within WBC, including joint working.
15	National Cycle Route (Newbury to Legoland)	Promoting Travel Alternatives	Promotion of cycling	NCN Route 422 is the indicative route title for a National Cycle Route potentially linking Newbury through to Ascot and Windsor.	Wokingham Borough Council	2016-2017	2017-2019	Cycle way usage		Original feasibility work undertaken by Sustrans on behalf of Wokingham.

16	Improvements to the A339 Sainsbury's and Burger King junctions	Traffic Management	Strategic highway improvements, Re-prioritising road space away from cars, including	Reduce emissions within the AQMA by reducing queuing times and congestion.	WBC	2016-17	2016-2018	Reduction in queuing time and congestion within AQMA and reduction in NO2 levels		N/A
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Completed Actions

4	Park and Ride	Alternatives to private vehicle use	Bus based Park & Ride	Reduce emissions within the town centre by reducing the number of cars and congestion.	WBC	2011	Not to be implemented	-	-	P&R proposal rejected by TPTG July 2011 due to cost and unsuitability of Newbury.
8	Cycle lane on A343 St Johns Road between Burger King Roundabout and St Johns Roundabout	Transport Planning and Infrastructure	Cycle network	To reduce reliance on car in AQMA by promotion of cycling	WBC	2011	2012	Reduction in car journeys along this section of road network and decrease in NO2 levels measured.	negligible	Part of Cycle way improvement programme for 2011/12. Approx £100k per annum (£50k capital grant & £50k Developer Contributions (S106)

9	Travel Planning	Promoting Travel Alternatives	Personalised Travel Planning	To reduce reliance on car in AQMA and Newbury/Thatcham areas	WBC	2011	2013-14	No. Of businesses engaged in the Network, with focus on Newbury and Thatcham	Negligible	Business and school travel planning. LSTF bid for personalised travel planning and personalised travel training unsuccessful summer 2012, but plan to do a Business Travel Plan Network. AQ grant Dec 13 successful for PTP and marketing joint project EH, TP and PH. Contractor appointed and project commenced autumn 2013. Walking reward scheme at preschool near AQMA. Bike ability training at 2 schools close to AQMA. AQ grant application in 2014/15 unsuccessful.
11	Low Emission Zone	Promoting Low Emission Transport	Low Emission Zone (LEZ)	Reduce emissions within the town centre by limiting the type of vehicles permitted. Would target older, more polluting vehicles and HGVs.	WBC	2012	Not to be implemented	N/A	N/A	Initial scope report for LEZ. Report by TP taken to TPTG agreed not to proceed

3 EV recharging using OLEV grant	Promoting low emission transport	
Plugged in fleet review OLEV grant	promoting low emission transport	

Biomass programme	promoting low emission plant	
Go ultra low city scheme with Reading BC	promoting low emission transport	
Freight strategy		other
Passenger transport strategy	Promoting Travel Alternatives	other
Cycle working group	Promoting Travel Alternatives	promotion of cycling
Freight route network review	freight and delivery management	Route Management Plans/ Strategic routing strategy for HGV's
Sustainable school travel project	promoting travel alternatives	school travel plans

Progress made 2014 to date	Priorities 2016/17	Estimated completion	Emission Reduction comments
Complete	N/A	Complete 2012	No monitoring currently taking place, the amount of roadwork's in and around the Newbury area could skew the results. Car Parks team feedback that the signs are invaluable at directing traffic to available parking especially at busy times. Queuing has reduced at entrances. They also note that there are an increased number of parking spaces available so this may have helped reduce queuing also.

<p>Changes to roundabout being looked at along with Bear Lane by WBC consultants - see new action.</p>	<p>Complete</p>	<p>Complete</p>	<p>N/A, ongoing major roadwork's will skew any monitoring. New improvements being looked at in 16/17.</p>	
<p>Complete. Changes to roundabout being looked at along with Bear Lane by WBC consultants - see new action.</p>	<p>Complete</p>	<p>Complete 2012</p>	<p>Actual AQ data available. Transport Policy Journey Time Survey in 2015 (baseline 2013) indicates journey times northbound have improved with southbound slightly worsening- likely due to Boundary Road works.</p>	

<p>Smart ticketing system procured and introduced in 2014. Also working closely with developer David Wilson Homes to enable introduction of new bus service 9/9A for The Racecourse Newbury development; this new service, funded entirely by developer, will start on 02 May 2016.</p>		<p>Capital works - Complete. New developer-funded bus service - starting May 2016</p>	<p>Ongoing monitoring of passenger journeys.</p>
<p>(1) Complete: District wide car sharing isn't feasible - a focus on location journeys instead- see (3).</p> <p>(2) 5 Car Newbury scheme being introduced. 3 non-electric vehicles in use, sited at Oddfellows Rd, Eight Bells car park and West Street. One electric vehicle to be delivered April 16. An additional hybrid vehicle for Boundary Rd can also be utilised. All town centre locations. Public launch of scheme April 16.</p> <p>West Berkshire Council FAXI car share/cycling & walking partner website being promoted (44 registered as of 9/3/16) and dedicated Council Car share bays (24 registered users).Car sharing within locally situated schools had been explored but wasn't a great deal of interest. AWE had invested heavily in car sharing and have their own internal system.</p>	<p>Complete</p> <p>16/17 Public launch, promoting & monitoring uptake.</p> <p>16/17 Promoting FAXI internally and monitoring uptake.</p>	<p>(1) Complete</p> <p>(2) Apr 16</p> <p>Ongoing</p>	<p>N/A</p> <p>Data will be available on number of members, vehicle usage, number of miles, trips etc.</p> <p>Number of people registered and their locations and journey type.</p>

<p>Boundary Road Bridge work begun in 2015, due for completion Jan 17. Hendy Review is likely to result in any decision to electrify the Berks and Hants line to the west of Newbury being delayed beyond the end of Network Rail Control Period 6 (2019-2024).</p>	<p>-</p>	<p>Revised timescales: End of 2018 before any passenger services are likely running, track may be completed 2017.</p>	<p>Actual AQ data available. Data on the number of passenger journeys/trains in operation on the route.</p>	
<p>Currently considering 'guidance note'. Where applicable AQ Assessments are requested for planning applications e.g. Biomass, CHP, large housing and mixed use developments.</p>		<p>2014</p>	<p>Proposed emissions from large scale developments more quantifiable than from small scale.</p>	<p>EQ</p>
<p>Options paper to TPTG Jan 15, recommending positive signage at a cost of £15-20k on the local network and £20-30k per sign on the A34. WBC can only really influence northbound traffic from the Swan Roundabout. Freight Route Network Maps had recently been updated- purely advisory.</p>	<p>16/17 Look for opportunities-replacement/funding for signage in West Berks controlled areas.</p>	<p>Ongoing</p>	<p>Actual AQ data available. Ongoing monitoring and link with traffic data.</p>	

<p>(1) Council chargepoints installed for Council use at Kennet Centre (Mar 13) and Ampere Road, Newbury (Mar 14) under OLEV public Sector charging scheme.</p>	<p>Complete</p>	<p>(1) Complete Mar 15.</p>	<p>One regular staff user, limited use other than this as currently no Council vehicles. Data on every use available, will be used in ULEV Readiness Programme so use can be monitored through this project.</p>
<p>(2) Complete: Free to use chargepoints at all motorway services locally. Additional points have been added at some since initial install.</p>	<p>Complete</p>	<p>Complete 2015</p>	<p>Complete: Ran by Ecotricity, data on use not readily available.</p>
<p>(3) FGW issued a statement to the Cornish Guardian saying no chargepoints had been installed and there was no timescale for doing so. Opportunities for various improvements at all stations have been identified, some of which may have meant removing chargepoints, and therefore they will install chargepoints as part of a wider investment programme in the future.</p>	<p>-</p>	<p>Unknown</p>	<p>Once installed, unlikely to have readily available data on use.</p>
<p>(4) EV guidance included in the WBC Residential Parking Guidance. EVCP to be considered at all residential developments, as a minimum infrastructure enabling installation of EVCP at a later date.</p>	<p>16/17 Monitoring of number of chargepoints proposed through planning applications.</p>	<p>Complete Oct 15</p>	<p>Number of chargepoints installed within new developments, Usage of EVCPs</p>
<p>(5) Successful Bid for OLEV funding (Aug 15). Under which 2 further chargepoints have been installed at Kennet Centre and 1 at Wokingham for the Joint service use (Mar 16). 3 EV vans and 2 EV Cars have been procured, awaiting delivery Mar 16.</p>	<p>16/17 Project moves into monitoring stage. Priority will be to get staff into the habit of using vehicles.</p>	<p>Apr-16</p>	<p>On going monitoring of vehicle and EVCP use with interim EST reports on the project at 6, 12 & 24 months.</p>

Can we get TP to notify us when they review planning apps

<p>(6) ULEV Strategy began by TP, change in TPTG mean this is no longer seen as a priority. This may be consumed into a long term Transport Vision and revised LTP.</p>	-	2016	N/A
<p>(7) Support of EV-ENT held by WBGE in May 15, 200 attendees. Next in 28/05/16 planned.</p>	<p>16/17 Support of EV community projects, case studies and promotion of Council use through ULEV project</p>	Ongoing	<p>Increase in EV ownership and use of/demand for (public) chargepoints</p>
<p>Air Quality and health impact link not a priority but seen as a definite link. PH are funding a Schools Active Travel Officer post encouraging walking and cycling to school & previously part funded the personal travel plan project. PH were focussed on active travel i.e. walking and cycling. Cycling promotion- setting up cycling sessions for beginners, getting adults back into cycling. A bike shed would be installed at Northcroft so those that didn't have a cycle could loan one to take part in the sessions.</p>	<p>16/17 AQ & PH to investigate opportunities for joint promotion working.</p>	Ongoing	<p>Ongoing monitoring and link with reduction in car journeys and uptake of active level.</p>
<p>WSP commissioned to undertake a wider feasibility into the proposal. Following the completion of these reports, WSP produced and submitted a Business Case to the TV LEP, via their consultants White Young Green. The LEP awarded the funds to the scheme in December 2015. The proposed funding for the scheme is £5.5million, with £4.2m from the LEP. West Berkshire has committed a further £100,000 via funds from the annual Capital budget. Other funds and monies will be combined to further support the route, such as developer contributions.</p>	<p>16/17 Surveying & Planning for works</p>	<p>2016/17 Survey & Planning, 2017/18 & 2018/19 On-site works</p>	

WBC Commissioned consultants to look at modelling a number of further improvements to the A339 Sainsbury's and Burger King junctions, with a view to improvements being made by the end of 2017/18.	16/17 Air Quality & Highways liaising over scenarios, working with consultants to appraise solutions.	2018	TBC	
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Completed: Not to be implemented	N/A	N/A	N/A
Completed.	Complete	Complete 2012	No monitoring in place with Transport Policy or Highways. Road works skewing current situation with many roads.

<p>Completed: Project ran June 14-Sep 14. Targeting nearly 5000 homes. 39% had consented to participating in the programme. Also resulted in improvements in bus routes in the Wash Common area.</p>	<p>Complete</p>	<p>Complete 2014</p>	<p>Completed: The survey indicated a shift towards more sustainable travel journeys, with 24% of respondents walking more often, and 10% using the bus more regularly, and an 8% increase in cycling. More importantly, 15% of respondents stated that they now made fewer single occupancy car journeys.</p>
<p>Complete: Not to be implemented.</p>	<p>N/A</p>	<p>Complete</p>	<p>N/A</p>