

# NORTH STAFFORDSHIRE LOCAL AIR QUALITY PLAN

UNAPPROVED OUTLINE BUSINESS CASE  
APPENDIX 5 - Communications Survey Summary





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**Stoke-on-Trent and  
Newcastle-under-Lyme  
Air quality survey 2020**

**Interim Results Summary  
April 2020**



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# Project details

<b>Title</b>	Stoke-on-Trent and Newcastle-under-Lyme Air quality survey 2020
<b>Client</b>	Ricardo EE
<b>Project number</b>	19095
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# Background

The Government has set a legal level for air quality in certain cities around the UK. Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council have been instructed by the Government to develop a plan which assesses a range of measures to reduce pollution – against the benchmark of a Clean Air Zone – in the shortest possible time.

A Clean Air Zone (CAZ) is a specific location where immediate action is taken locally to improve air quality and health. It aims to reduce public exposure to all sources of pollution, including nitrogen dioxide, by enforcing restrictions and encouraging cleaner vehicles.

The councils are considering a range of measures to reduce pollution in the region. Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council and Staffordshire County Council are exploring the introduction of bus retrofit schemes and other highway changes. This is in addition to strategies for raising awareness of air pollution and increasing awareness of actions that individuals can take. These could include reducing private car use, and using more sustainable and active ways of travelling.

## Research

The Councils have launched an online survey to seek people's views on local air pollution. This will enable the councils to understand the support the community would like from the councils, to protect the health of people in those districts. The councils want to engage with residents, schools, businesses and community groups to find out how air quality affects them and measure awareness of the simple actions that can help improve air quality.

The survey information will enable the councils to better understand local opinion and be used to inform the strategy development and action for local air quality. The insight provided through the survey will also help the councils to better engage residents in the air quality conversation.

Ricardo Energy & Environment is a sustainability consultancy specialising in providing policy support and marketing communications expertise in the fields of transport, energy, and environment. Ricardo is advising Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council and Staffordshire County Council on strategy development for delivery of the survey communications.

Global Action Plan (GAP) is a sustainability charity, whose UK team is part of the international GAP network. GAP is supporting Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council and Staffordshire County Council on promotion and digital engagement of the survey, to raise awareness and encourage local participation.

M·E·L Research are an independent social research company and we are carrying out an air quality survey in partnership with Ricardo, Staffordshire County Council, Stoke on Trent and Newcastle-under-Lyme councils.

# Approach

M·E·L Research were asked to design and deliver a two-phased online consultation across Stoke on Trent and Newcastle-under-Lyme. The initial phase aims to capture attitudes to air quality, as well as feeding into the business plan. The second stage will be focused on getting feedback on the proposed Local Air Quality Plan from a range of stakeholders.

The survey is being carried out via an open online link and should take about 5 minutes to answer all the questions. The initial phase deadline was originally set for midnight on the 30<sup>th</sup> April 2020. However, due to the impact of the coronavirus pandemic, the survey will be paused on this date and extended at a point to be agreed.

Responses to the survey are being collected by M·E·L Research who are processing the data on behalf of Staffordshire County Council, Stoke on Trent City Council and Newcastle-under-Lyme Borough Council, who are the data controllers. The councils will use the information provided to help them make decisions about how to improve air quality in the area.

Information provided will only be used for research purposes and individuals will not be personally identifiable in any analysis or reports. Work will be carried out in line with the code of conduct of the Market Research Society. All information will be held securely and strictly in line with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR).

**This interim report summarises the results from the initial stage up until 20<sup>th</sup> April 2020.**

## Response to date






As at 9:00am on 20th April 2020, we had received 459 responses to the online survey. The majority of responses were from residents of Newcastle-under-Lyme.

In which area do you live (which council do you pay your council tax)	Qty	%
Newcastle-under-Lyme	258	56%
Stoke-on-Trent	164	36%
Stafford	13	3%
Staffordshire Moorlands	12	3%
Cannock Chase	1	*%
Lichfield	1	*%
South Staffordshire	1	*%
East Staffordshire	0	0%
Tamworth	0	0%
Another council area (5 x Cheshire East, 2 x Shropshire, 1 x North West Leicestershire, 1 x Warrington)	9	2%
TOTAL	459	100%

\* Less than 0.3%

# Interim Results









- Of the 459 respondents, 27% work in Newcastle-under-Lyme and 39% work in Stoke-on-Trent. One third (33%) are regular visitors to Newcastle-under-Lyme and 30% to Stoke-on-Trent. Only a small proportion of survey respondents run businesses in the two areas.

Base 459	Newcastle-under-Lyme		Stoke-on-Trent	
Work in... 	122	27%	180	39%
Regularly visit... 	152	33%	139	30%
Run a business in... 	12	2.6%	13	2.8%
Operate taxi/taxi business in... 	2	0.4%	2	0.4%
Operate a business outside area but travel through... 	2	0.4%	5	1.1%

- For the **18 businesses** that travel into or through Newcastle-under-Lyme, half do so every day (5 to 7 times per week).
- For the **15 businesses** that travel into or through Stoke-on-Trent, 40% do so every day (5 to 7 times per week).

# Modes of transport used

- When asked what modes of transport they personally use (not related to business travel) when travelling to and through Newcastle-under-Lyme and Stoke-on-Trent, the vast majority (86%) use a car; 40% of those travelling into or through Newcastle-under-Lyme do so daily, while 37% do so in Stoke-on-Trent.

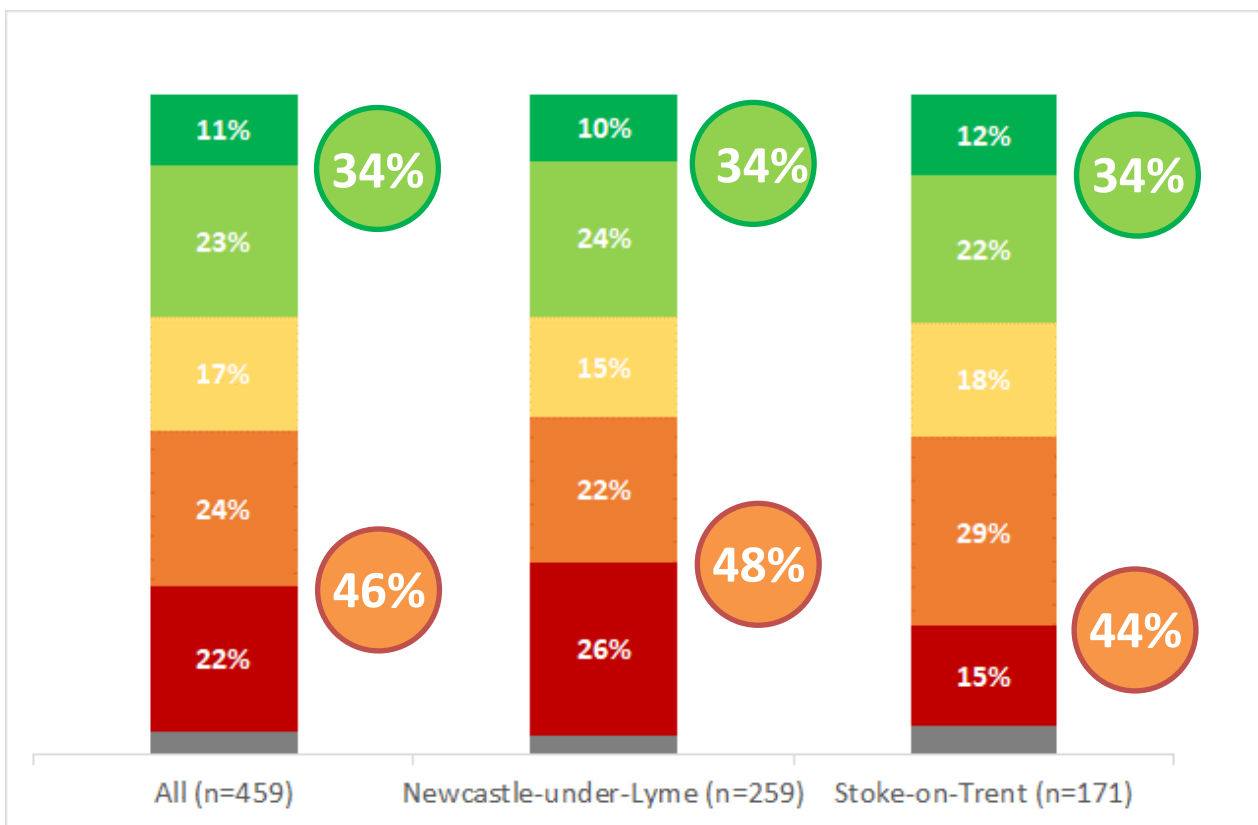
Base 459	All	Newcastle-under-Lyme	Stoke-on-Trent
Private car... 	395 86%	321 70%	319 69%
Walk... 	242 53%	179 39%	142 31%
Bus... 	113 25%	90 20%	86 19%
Taxi... 	94 20%	71 15%	66 14%
Cycle... 	61 13%	47 10%	36 8%
Private van... 	20 4%	16 3%	14 3%
Motorcycle... 	14 3%	10 2%	10 2%
Motor scooter... 	6 1%	3 1%	4 1%



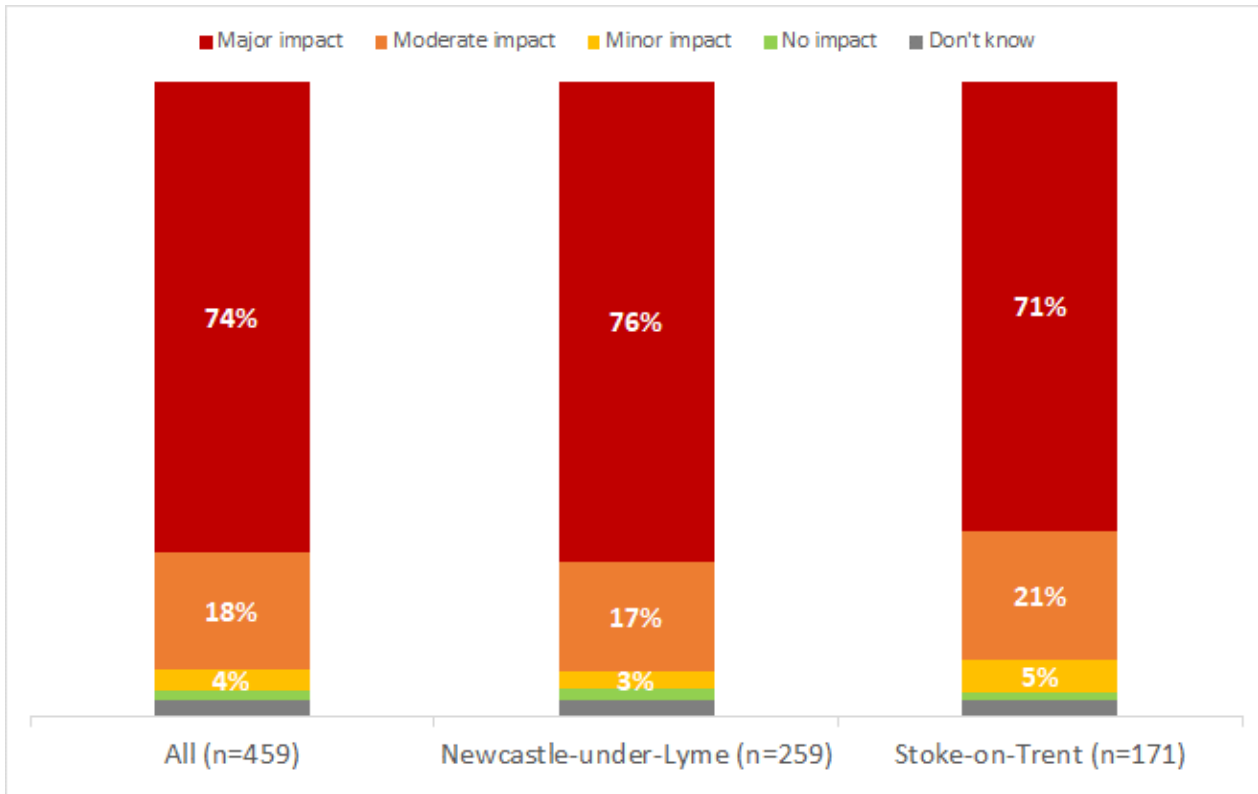
- 16% of those travelling into or through Stoke-on-Trent use the train.
- Of those using a private car, 19 are electric powered vehicles (5%).
- Of those using a bicycle, 5 are electric powered (8%).
- Of the 47 people that cycle in Newcastle-under-Lyme, 10 (21%) do so everyday (5 to 7 times per week). For the 36 people that cycle in Stoke-on-Trent, 8 (22%) do so everyday.
- Most commonly, those that cycle into or through the two areas do so 1 to 3 times per week.
- Those using the bus typically do so less than once a week; 59% indicate this in both areas.

## Thoughts on air quality

- Overall, just over one-third (34%) would generally describe the air quality in their local area as good (either very or fairly good). However, a greater proportion would describe it as poor – particularly those living in Newcastle-under-Lyme.



- Overall, around three-quarters (74%) of respondents think that poor air quality can have a major impact on people's breathing. This figure rises to 76% for those living in Newcastle-under-Lyme and falls to 71% for those living in Stoke-on-Trent. Few believe it has no or minor impact.



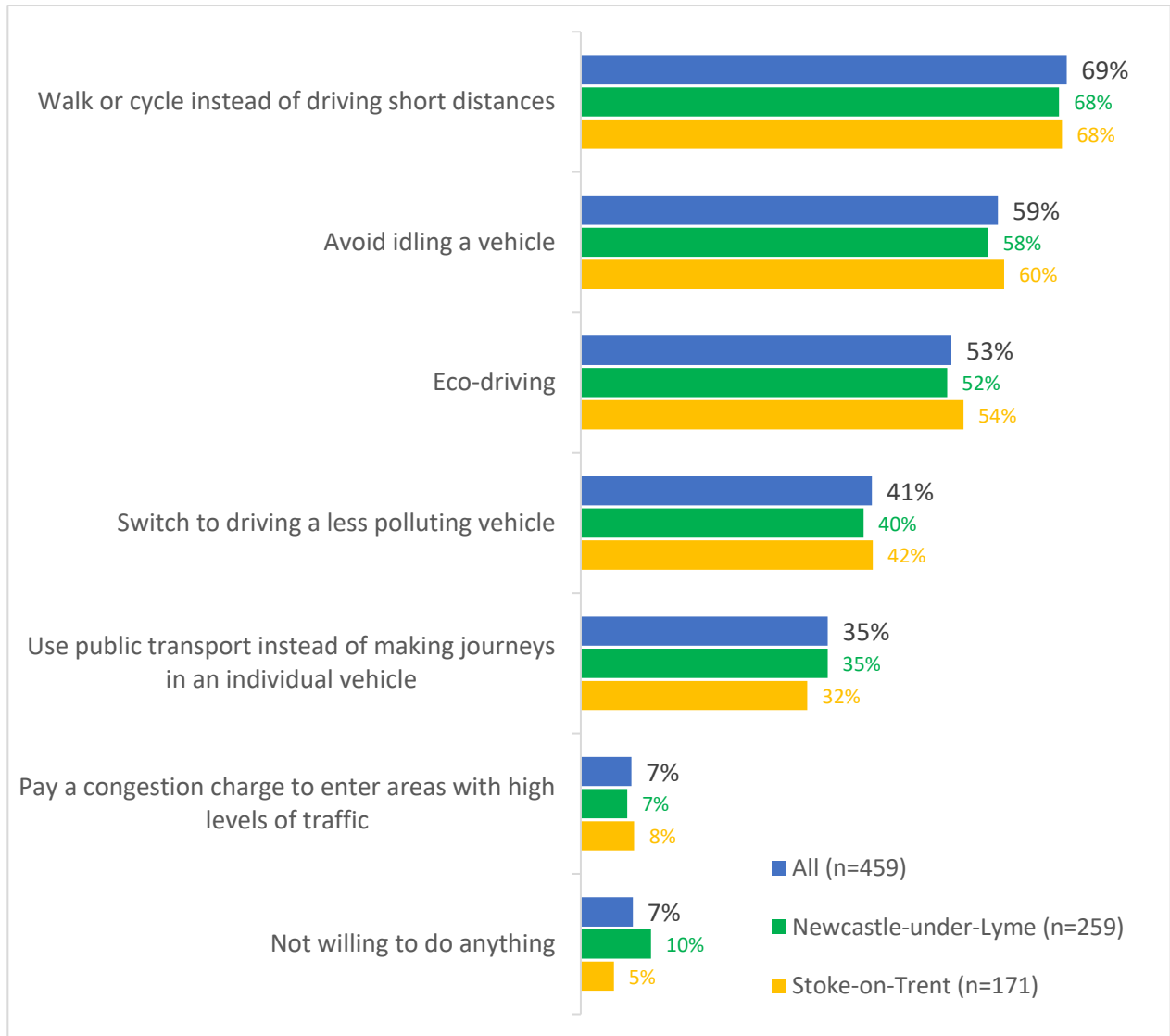
## Environmentally friendly behaviours

- When looking at environmentally friendly behaviours, one-half (50%) of respondents claim to avoid idling a vehicle when the vehicle is not moving, primarily to reduce pollution.
- Just over one-third (35%) claim to drive in an eco-driving fashion, primarily to reduce pollution.
- Around one-quarter (28%) claim that they have walked or cycled short distances instead of driving, primarily to reduce pollution.
- Just 17% have changed to an eco-friendly, lower emission vehicle and 12% have used public transport instead, primarily to reduce pollution.

Behaviours	All (n=459)	Newcastle-under-Lyme (n=259)	Stoke-on-Trent (n=171)
<b>Avoided idling a vehicle (i.e. running a vehicle's engine when the vehicle is not moving)</b>			
I have done this, primarily to reduce pollution	50%	49%	48%
I have done this, but not primarily to reduce pollution	20%	19%	21%
I have not done this	30%	32%	31%
<b>Eco-driving (e.g. minimising breaking and acceleration, limiting driving speed)</b>			
I have done this, primarily to reduce pollution	35%	38%	32%
I have done this, but not primarily to reduce pollution	29%	27%	30%
I have not done this	36%	36%	38%
<b>Walked or cycled instead of driving short distances</b>			
I have done this, primarily to reduce pollution	28%	28%	26%
I have done this, but not primarily to reduce pollution	50%	51%	48%
I have not done this	23%	22%	26%
<b>Switched to driving a less polluting vehicle (i.e. with lower emissions)</b>			
I have done this, primarily to reduce pollution	17%	15%	18%
I have done this, but not primarily to reduce pollution	8%	7%	11%
I have not done this	76%	78%	72%
<b>Used public transport instead of making journeys in an individual vehicle</b>			
I have done this, primarily to reduce pollution	12%	10%	15%
I have done this, but not primarily to reduce pollution	26%	27%	23%
I have not done this	62%	63%	63%

- When considering the activities that respondents would be willing to do to improve air quality in their local area and reduce exposure to air pollution, around seven in ten (69%) claim they would walk or cycle instead of driving short distances.
- Around six in ten (59%) claim they would avoid idling vehicles and just over one-half (53%) claim they would eco-drive, minimising breaking and acceleration, limiting driving speed.
- Some two-fifths (41%) claim they would consider switching to a less polluting vehicle while around one-third (35%) would consider using public transport.
- Only 7% would be willing to pay a congestion charge to enter areas with high levels of traffic.

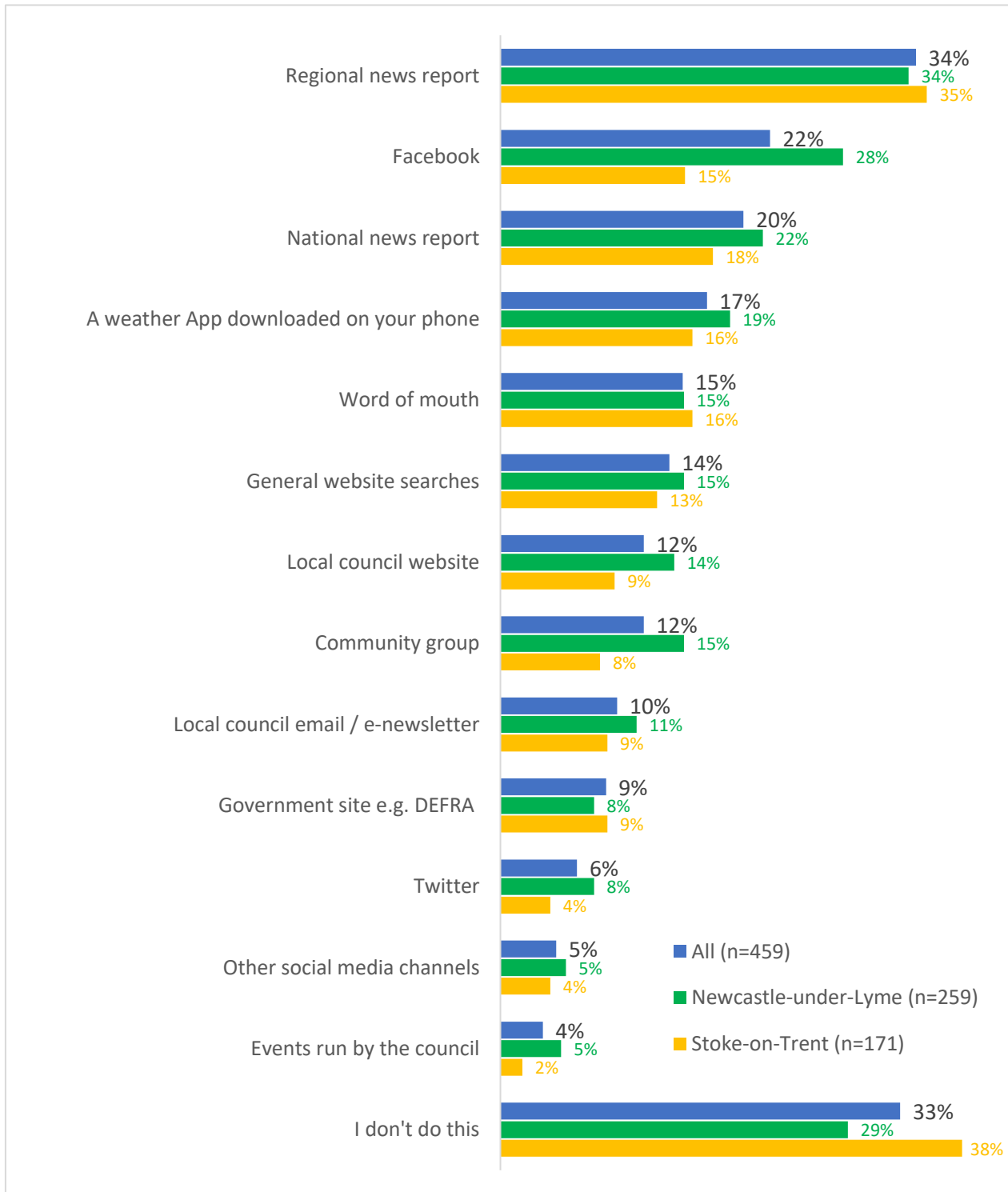
## Activities willing to do to improve air quality in local area/ reduce exposure to air pollution



# Air quality information

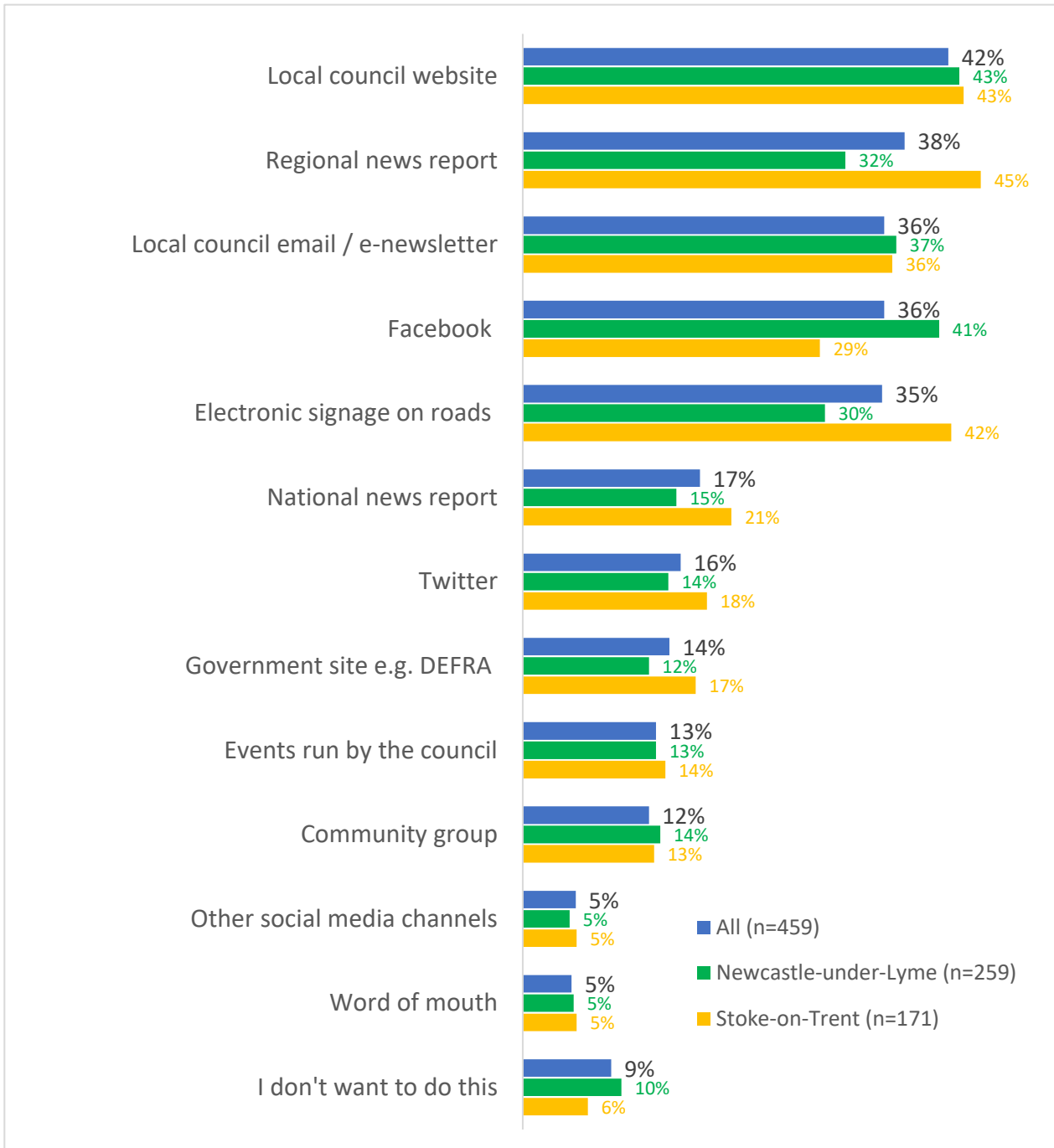
## Current sources of information on levels of air quality

- Two-thirds of respondents indicate they currently find out about levels of air quality from one of the listed sources of information; most commonly it is via regional news reports.



## Future sources of information on levels of air quality

- When considering where to find out about levels of air quality in the future, around two-fifths (42%) would prefer to use their local council website and a similar proportion (38%) would be interested in a local council email or e-newsletter.



## Future topics of information on levels of air quality

- When considering future topics about levels of air quality in the future, around four-fifths (82%) would like to know where the air pollution hot spots area and what is being done to tackle air pollution.

