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Low Emissions Strategy 2016: Public Engagement Summary

South Oxfordshire District Council

Final Report

February 2017

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Project details and acknowledgements

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We would like to thank the residents of Watlington, Wallingford and Henley who provided their views, ideas and feedback.

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Executive Summary

Background

Between February and March 2016, South Oxfordshire District Council (SODC) carried out a district wide public consultation to see whether residents supported the Council's low vehicle emission proposals. Following on from this, SODC commissioned M·E·L Research to carry out an independent, more targeted set of public engagement activities to gather views on the proposals.

Aim

The aim was to gather views from residents around the proposals that related specifically to their respective areas.

Method

Feedback was gathered via door-to-door surveys, public information events (surveys and informal chats), online surveys and emails/letters.

Results

Wallingford

- Door to door surveys showed that over half of those living on the streets 'directly affected' by the proposal to restrict access to Wallingford bridge agree with it (58%) and feel that it would have a positive impact. This is in line with the findings from the previous public consultation
- Surveys completed online and during the public information event however suggests that resistance to the Wallingford bridge proposal is far higher by those who do not necessarily live on the affected streets (72% disagreement rate) with the majority feeling that it would have a negative impact
- Reasons for people being against the proposal include concerns that it would cause congestion elsewhere, have a negative economic impact and would cause inconvenience/disruption to journeys

Watlington

- Results across the methodologies shows that the majority disagreed with the proposal to restrict parking in areas of Watlington feeling that it is would have a negative impact. This finding differs to the previous public consultation where the majority were in agreement with the proposal
- Reasons for people being against the proposal include concerns that it would increase speeding and parking problems
- By contrast, the majority are in agreement with the proposal to enforce the 7.5 tonne weight limit in Watlington, feeling that it would have a positive impact which is in line with the previous public consultation findings

Henley

- The majority of Henley residents did not feel that enough was being done to address the problem of air quality in Henley although many of the ideas suggested to improve air quality are ones that the Council has already considered

Introduction

Background

In 2015, South Oxford District Council (SODC) adopted an Air Quality Action Plan which set out how they would seek to address known air quality problems in Henley, Wallingford and Watlington designated as Air Quality Management Areas (AQMA's). One of the recommendations of the Air Quality Action Plan was to put together a more detailed Low Emission Strategy (LES) that would look at what low emission measures realistically could be implemented to improve air quality in each of the AQMAs, but also the district as a whole.

After a successful government bid to DEFRA, the council commissioned environmental experts ricardo-AEA to undertake feasibility studies and prepare the strategy.

The experts recommended the council consider five broad policies for improving air quality in the district as well as three specific actions that could be taken in Wallingford and Watlington. Additional actions were considered unviable for Henley as a result of the modelling of a series of low emission measures all highlighting that any potential improvements to air quality would be negligible.

In February 2016, SODC published a draft strategy setting out the proposals to tackle the problem of vehicle emissions in the district. They also carried out a district wide public consultation on the strategy between February and March 2016 to see whether residents supported the proposals via promoting an online survey. Findings from this can be found at **http://www.southoxon.gov.uk/about-us/have-your-say/feedback-previous-consultations-0**

Following on from this, SODC commissioned M·E·L Research to carry out an independent, more targeted set of public engagement activities. This report presents the results from this second phase.

Aims

The aim of the targeted public engagement activities was to gather the views of those living in key streets/roads (identified by SODC as being directly affected by the proposals) in Watlington and Wallingford and more widely across Henley. The aim was to gather views around the proposals to lower vehicle emissions that related specifically to their respective areas.

This work sought to understand whether people were aware of the proposals within their local area; how they felt about it; and how the proposals might impact on them or their household. We also wanted to see if Henley residents felt enough was being done to improve air quality in their town and whether more could do done.

Method

Door to door survey

A door to door survey was the key method of data collection. This enabled feedback to be gathered specifically from those who were considered to be directly affected by the proposals. It also meant that residents who would not typically participate in public engagement events or perhaps were unaware of the proposals also had opportunity to share their views enabling a broader, more representative standpoint. In order to capture the views of a wide range of people, door knocking took place both on weekdays and weekends.

A trained interviewer visited targeted streets and offered local residents the opportunity to complete the survey. For Watlington and Wallingford, specific streets were identified by SODC as being most likely to be directly affected (based on proximity) by a proposal; these were then visited. As there was no specific proposals for Henley, the interviewer carried out the survey with 25 residents in each of the seven lower super output areas (LSOA's) within Henley, ensuring that the residents spoken to were representative of the Henley population in terms of age and gender.

The survey fieldwork was undertaken as follows:

- **Watlington**: Brook Street, Couching Street and Shirburn Street were visited on 7-8th October 2016
- **Wallingford**: 'The Street' Crowmarsh, High Street, Castle Street and Market Place were visited on 14-15th October 2016
- **Henley:** 21-28th October 2016

Where no-one was available on the first day of interviewing in Watlington and Wallingford, the interviewer returned on the following day.

A copy of the Wallingford survey can be found in Appendix A, Watlington survey in Appendix B and Henley survey in Appendix C.

Online survey

During the door to door survey phase, where the researcher did not get a response from a property, a 'Sorry we missed you card' card was left behind promoting an online version of the survey, and advertising a public information event in the area. This enabled those who the researcher was unable to reach, the opportunity to still give their feedback.

Public information events

Public information events were held at Watlington, Wallingford and Henley town hall. This was to give residents an opportunity to have an open dialogue with SODC Officers in order to gain a better understanding of the proposals to reduce vehicle emissions within their area, as well as to share their views and concerns. These events were promoted via press release on the council's website on 5 October, in social media and in an article featured in South News on 11 October. Furthermore, during the door to door survey exercise, the researcher promoted the event to each resident that was spoken to. Those that did not answer the door received a postcard with the details of the event.

The public information events took place as follows:

- **Watlington:** 15th October 2016
- **Wallingford:** 22nd October 2016
- **Henley:** 29th October 2016

During the public information events, people were given the opportunity to complete the survey and also speak with a council officers and M·E·L researchers to discuss their views. Where permission was given by the resident, these conversations were audio recorded. This gave the opportunity to gather feedback from those within the area who perhaps were not 'directly affected' by the proposals but still had a view on it.

Consideration of emails and letters

A number of emails from residents were also received following the public information events and a few residents submitted additional documents during the events. Whilst this did not form part of the original methodology, findings from these have also been considered and included within the report.

Responses

Table 1 below shows the number of responses received. A full profile of the Wallingford sample can be found in Appendix D, Watlington sample profile in Appendix E and Henley sample profile in Appendix F.

Table 1 Number of responses by area and data collection method

	Wallingford	Watlington	Henley
Door to door surveys	88	39	175
Online survey	59	12	9
Public information event questionnaires	147	54	46
Other correspondence	39	2	1

The quantitative results from the door to door surveys have been presented separately from results from the online and public information event surveys, due to the difference in methodologies and potential for self-selection and non-response bias.

The targeted door to door surveys illustrate the views of a broader range of people and will be more representative of those most likely to be directly affected in Wallingford and Watlington. A broadly representative sample, by gender and age, was achieved in Henley.

By contrast, the self-selection nature of the online and public information event survey means that responses are unlikely to be representative. In other words, those who took the time to complete the survey online and/or attend the consultation are more likely to have stronger views and opinions (whether positive or negative) compared to those who did not self-select and/or attend.

Furthermore, due to the nature of self-selection methodologies there is the risk of residents completing multiple surveys. This means that the same person may have completed the survey multiple times online, or at the public information event and may have also taken part in a door to door survey.

Likewise, from the 39 emails/letters received following the Wallingford public information event, a number are based upon a similar format and structure (template), suggesting local activism to provide views. The views in these six emails do not support the proposal to close Wallingford Bridge.

It is important to take these points into consideration when interpreting the results in the subsequent sections.

Residents' comments and verbatim quotes have been included in the report, extracted from the surveys, from conversations the researcher had during the public information events and from emails received to give further insight behind residents' views on the proposals.

Results

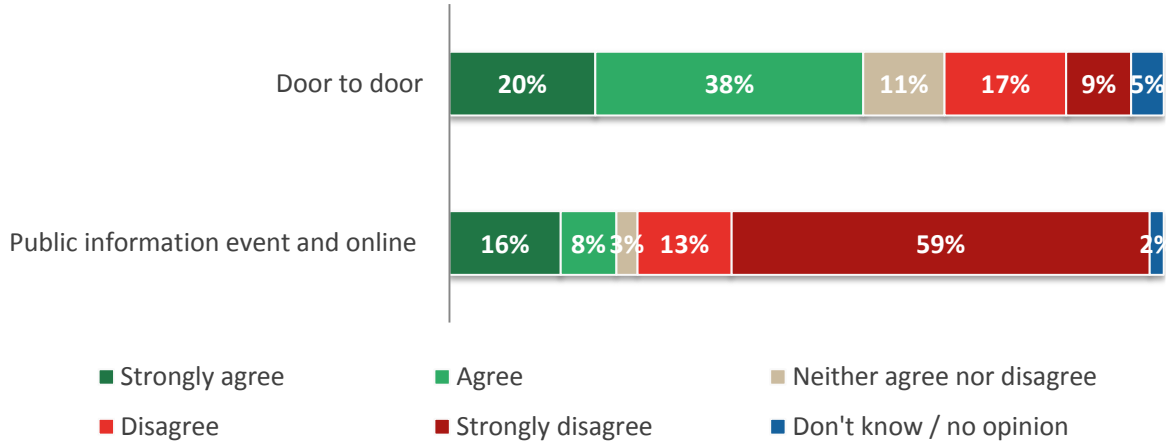
1. Wallingford bridge access

Door to door surveys show that 60% were aware of the proposal compared to 72% of those who completed the survey at the public information event and online. This is a statistically significant difference.

During the door to door surveys, 58% stated that they agreed with the proposal which is in line with the initial findings. A far lower proportion of those who completed the survey at the public information event and online were in agreement (23%). This is a statistically significant difference.

Figure 1.1 Agreement with proposal to restrict access to Wallingford bridge by data collection method

Percentage of respondent- base size 88 and 205 respectively

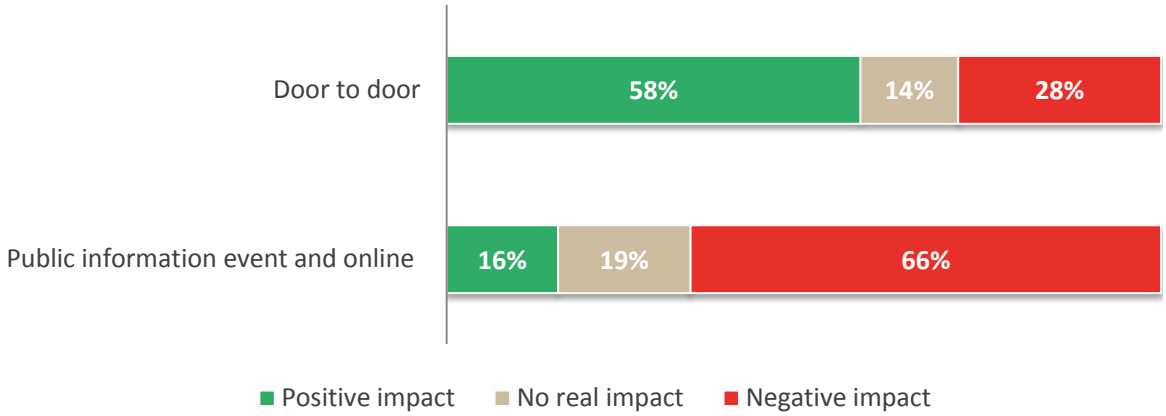


Wallingford residents were asked whether they felt there would be a positive or negative impact on them or their household if the proposal was to go ahead. 58% of those who took part in the door to door surveys state that it would have a positive impact, in line with the proportion who agreed with the proposal. This compares to only 16% for those who completed a survey either online or at the public information event. This is a statistically significant difference.

Furthermore, 28% of those who took part in the door to door surveys state that it would have a negative impact compared to 66% of those who completed a survey either online or at the public information event. This is also a statistically significant difference.

Figure 1.2 Anticipated impact of proposal to restrict access to Wallingford bridge by data collection method

Percentage of respondents– base size 88 and 205 respectively



Residents were asked why they felt that the restriction would have a positive or negative impact on them or their household. The table below shows the themes that came out from comments relating to the positive impacts. Key positive impacts of the proposal appear to be a reduction in traffic (27 residents) as well as better air quality as a result of reduced vehicle emissions (24 residents).

Table 1.1 Themes for positive impact of restricting access to Wallingford bridge

Theme	Frequency
Reduced traffic	27
Better air quality	24
Improved quality of life	11
Generally positive	11
Conditions/concerns	9
Less noise pollution	7
Easier to cycle	6
Safety	5
Easier for pedestrians	5
Reduced speeding	3
Access for trade	3
More attractive town	2
Other	6

Reduced traffic

27 residents made comments recognising the need to reduce traffic in the area.

> *Reduced traffic on the street, less queues and fewer vehicles speeding off the bridge.*
>
> *Will reduce traffic on crossroads to High Street. At the moment there is a danger to pedestrians from excessive traffic. Too much congestion in town currently.*
>
> *Keen to reduce traffic in village. Potentially a good idea.*

Better air quality

24 residents report that the action would have a positive impact as it would lead to better air quality with some residents highlighting health benefits.

> *Air better to breathe.*
>
> *By reducing air pollution and traffic in the centre of Wallingford it would make it a better and healthier place to live.*
>
> *Less traffic and fumes in the town.*

The table below shows the themes that came out from the comments relating to negative impacts of the proposal. In line within findings from the previous public consultation, the most common reasons included that the restriction would simply lead to further traffic congestion in other areas of the town (71 residents) and would have a negative impact on local businesses (62 residents). Another reason that has emerged is that it would cause many issues to people's journeys such as longer travel times and an overall difficulty in travelling around the area (61 residents).

Table 1.2 Themes for negative impact of restricting access to Wallingford bridge

Theme	Frequency
More congestion elsewhere	71
Concern over economic impact	62
Inconvenience/Disruption to journeys	61
Pollution	21
General dissatisfaction	3
GPS confusion	3
Petrol cost	4
Where would traffic go?	3
Affect residents in new build	2
Other	15

More congestion elsewhere

Residents were concerned that implementation of the proposal would simply move the traffic and pollution to other streets which are already congested (71 residents). A couple of residents highlighted past incidences where a temporary closure to a bridge or road has resulted in gridlocks.

> *Because it would put more traffic on the residential road leading into Wallingford.*
>
> *Traffic will find alternative ways to get into town i.e. Reading Road. This will cause standing traffic in an already congested area - causing air pollution.*
>
> *If Wallingford Bridge is closed to traffic, those vehicles are most likely to cross the river at Shillingford and cut through the 'Harwell estate' meaning an increase in traffic pollution for us. These local roads will become grid locked, just like*

Wallingford was recently when on 2 separate occasions, the Shillingford road was closed.

Inconvenience/Disruption to journeys

Many residents felt that the restriction would make their journeys to work and school more difficult and time consuming (61 residents).

I live in St Johns Road and my children are at Crowmarsh school. I drive to school as I have to go straight to work after drop-off. Peak hour closure would affect my ability to get to work on time; the bypass is always crawling from the new road bridge up to Crowmarsh. An absolutely ludicrous suggestion!

We live in Wallingford and our children go to school in Crowmarsh. We usually walk but my wife is disabled and this is not always possible.

My daughter goes to Crowmarsh primary school and we live in Wallingford and due to having other children in a Wallingford school we don't get much time between drop off & pick ups so I feel that the bridge closing would cause a massive issue with a lot of parents etc.

Concern over economic impact

Many residents were concerned that the proposal would make it difficult to access certain areas thereby affecting businesses there (62 residents).

Very worried about the trade impact on Crowmarsh stores.

Access to Wallingford from Crowmarsh. Will be very difficult. Crowmarsh shop will shut because it relies upon passing trade (rush hour).

If I have to round the bypass to get to the shops and markets in Wallingford I may as well keep going and go to Didcot.

Other comments

51 residents who took part in the survey made suggestions of how air quality in Wallingford could be improved. This included further points to consider when restricting bridge access such as limiting or stopping HGVs from using the bridge, as well as unrelated ideas for example numerous residents felt that the traffic light systems needed to be better synchronised.

Reduce heavy good vehicles not cars at peak times, as cars bring trade. Road too narrow into Wallingford, perhaps one way with exiting traffic directed possibly via wood street.

Local residents should have a permit to give access to the bridge. Resident often needs to get to doctors surgery early in morning. The amusement fair should not be allowed to use bridge. Signage needs to be updated for lorries.

Should pedestrianise the whole of Wallingford. Divert traffic over new bridge or bypass. Access only for trade.

I feel the traffic lights at the centre of Wallingford should be adjusted (Thames / St Martins crossroads) there is not enough time for traffic to go straight through to the bridge - sometimes only about 5 get through - so many waiting and do not turn off their engines. Also when it is busy time the W. Bridge lights and centre crossroad lights can cause a great big blockage right from the crossroad to the bridge.

Encourage drivers to switch off engines whilst waiting for traffic lights. Display a sign to this effect.

I assume the issue is made worse by standing vehicles. Could the traffic lights outside the Boathouse be removed and the lights Crowmarsh side of the Bridge synced with the town centre cross road lights. This would remove standing traffic between the Boathouse and Wallingford Town Centre.

There were also several responses from residents suggesting that some residents needed further information.

Difficult to comment when no times specified Who will pay for trial? What happens to bus routes? How will data be published? How will all the new proposed housing developments affect this decision? How do local businesses feel? What actual difference will it make?

Insufficient information supplied!

Two people questioned the evidence given to justify the proposal.

Email/letters

Around 40 emails/letters were also submitted from residents who all opposed the proposal. Whilst some may be residents who also attended the consultation, there are some who explain that they were sending their feedback as a result of being unable to attend. The volume of emails suggest there are strong feelings about the proposals by residents. The fact that there were six emails which appeared to follow a similar format (template) also suggest local activism to provide views. As well as reinforcing the points already identified above, comments also include the following points:

- Concern over whether emergency vehicles will also be restricted from using the bridge
- Question why buses can still use the bridge despite adding to pollution

- Has impact of new homes been considered?
- Concern over safety of school children as a result of increased vehicles who will use The Street as an alternative route
- Request for the council to look at resident comments from online groups such as Bygone Wallingford and Wallingford Piper
- Greater enforcement of parking restrictions to enable better traffic flow
- Scepticism over the evidence and the approach used to come to this proposal
- Has traffic modelling taken place?
- Is there a monitoring strategy in place for the trial?
- Potential accidents caused by the increase in traffic on smaller roads

Comments made at public information event

Below are some of the comments made by those who attended the public information event which provide further insight into residents' views and the reasons behind them:

> *Our only routes into Wallingford as far as I can see unless you want to go miles and miles out of the way, up and down Castle Street which is a huge distance, and the local taxi drivers are not happy because if they want to take anyone to Wallingford hospital they would have to go all the way around the bypass and then come back up through Reading road, you can go down St Johns Road but that's not an easy route either or you can come down Wantage road. Reading Road and Wantage road are both going to experience extremely heavy construction traffic in the next few years because they're going to build…about 100 houses at least down into Winterbrook, and an application went before the council…550 odd houses at the top of Wantage Road and that's going to make life along those two roads really difficult for residents. We've also got a gravel extraction programme which is going to increase traffic enormously along the bypass …we think the problems the traffic lights, not putting traffic down Reading road in particular which everybody will use because that's the nearest route. I would recommend that the people doing this survey actually go down Reading road in rush hour which is when your proposing to close the route…getting to the hospital…is going to involve people in a huge amount of expense because the taxi fares would go up.*

> *My concern is what's going to be the impact on the local highway network…what's the monitoring strategy going to be afterwards…have the traffic modelling been done to where cars are going to go instead and from a consultation point of view the feeling is this has been slipped through, it all seems a bit very low key…I think it's too early to make a decision (about whether for or against the proposal) …I appreciate there's an issue, I just don't feel like I've got the information at the moment.*

> *Most of the pollution is coming from the buses not from cars and yet its cars you're going to restrict going over the bridge, but on the other hand, buses are very important for people who can't afford cars…I think you need to make electric buses.*

(In regards to closure times) If you're coming through Wallingford going somewhere else…you'd be through Wallingford long before 9 so I am not sure the times match up when people might be using Wallingford as a cut through…I know shop keepers around and if they can't get shoppers in, they'll close their doors permanently.

It's complete lunacy, the reason its complete lunacy is because by the district councils own assessment, 80% of the traffic that comes across the bridge is coming to the town centre, that 80% of the traffic will still have to come to the town centre, so instead of coming across the bridge it'll go round the bypass or across one of the other two bridges, probably the bridge that leads to Reading road…is already a traffic trouble spot…it will create mayhem.

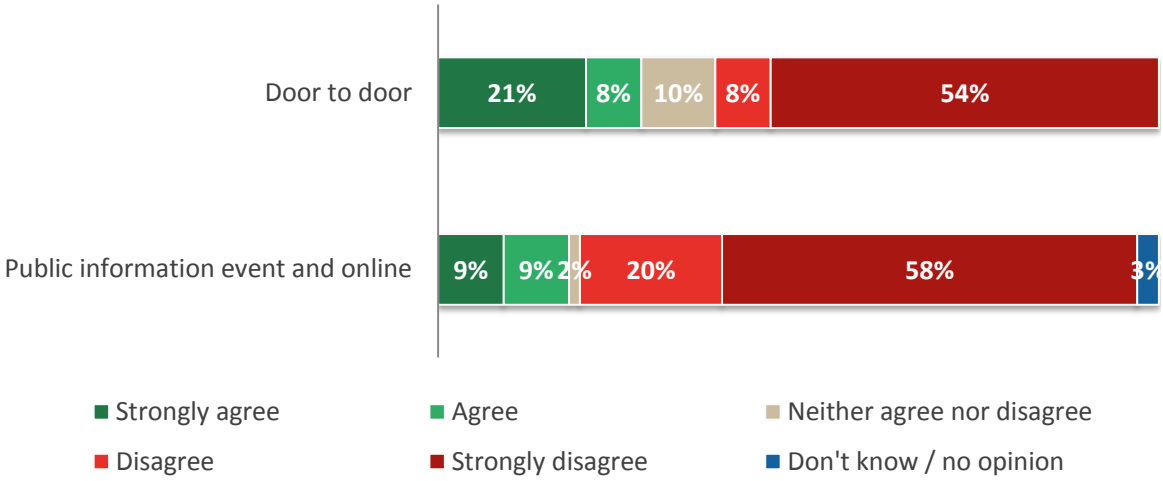
2. Watlington parking restrictions

Door to door surveys show that around three-quarters (74%) were aware of the proposal. There was a slightly greater awareness from those who attended the public information event or completed it online (79%).

62% of those who took part in the door to door survey stated that they disagreed with the proposal which is much higher compared to initial findings of one in five. A slightly greater proportion of those who attended the public information event or completed it online disagreed with the proposal (77%).

Figure 2.1 Agreement with proposal to restrict parking in Watlington by data collection method

Percentage of respondents– base size 39 and 66

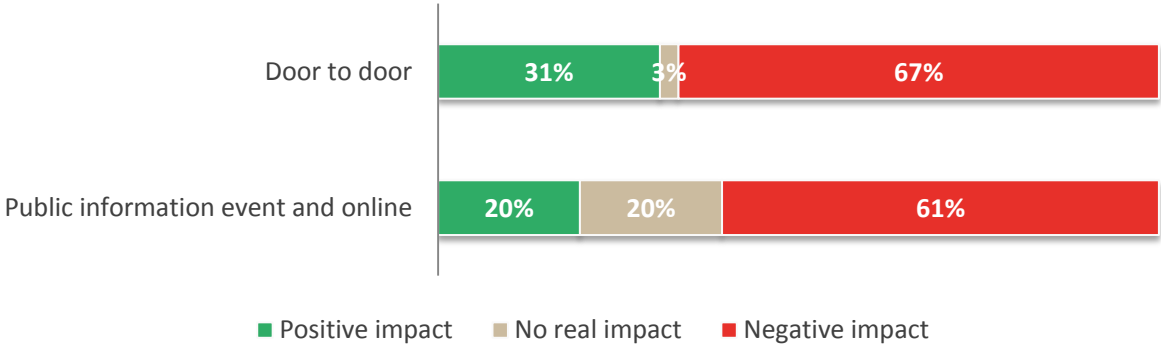


Watlington residents were asked whether they felt there would be a positive or negative impact on them or their household if the proposal was to go ahead. Around two-thirds (67%) of those who took part in the door to door surveys state that it would have a negative impact, and nearly one-third (31%) feel that it would have a positive impact.

This compares to around three-fifths (61%) of those who completed a survey either online or at the public information event stating that it would have a negative impact, and one-fifth (20%) reporting that it would have a positive impact. Therefore, despite a higher proportion of those who completed the survey online or at the public information event stating that they disagreed with the proposal compared to the door to door surveys, a higher proportion of those who completed the door to door surveys actually report a negative impact. This difference is not statistically significant.

Figure 2.2 Anticipated impact of proposal to restrict parking in Watlington by data collection method

Percentage of respondents– base size 39 and 66 respectively



Residents were asked why they felt that the restriction would have a positive or negative impact on them or their household. There were only a handful of comments relating to positive impacts with the majority stating that it would lead to a reduction in traffic/journey times.

Table 2.1 Themes for positive impact of restricting parking in Watlington

Theme	Frequency
Reduced traffic/journey times	15
Better air quality	6
Cars won't be queued/parked outside house	4
Other	9

Reduced journey times

Fifteen residents highlighted that it would lead to a reduction in traffic/journey times

> *It will lead to better flows of traffic.*
>
> *Pass through town more quickly and safely.*
>
> *It would be easier to get round.*

The majority of those that report that it would have a negative impact cite speeding concerns (43 residents) and parking problems (27 residents) which are both areas highlighted during the previous public consultation. During the current targeted public engagement phase however, responses also make mention of pre-existing parking problems which would be exacerbated by the proposal.

Table 2.2 Themes for negative impact of restricting parking in Watlington

Theme	Frequency
Will increase speeding	43
Will increase parking problems	27
Dangerous/will cause more accidents	16
Worse for pedestrians	15
Will increase traffic	14
Personal negative impact	10
Dispute evidence given in consultation	4
Other	6

Will increase speeding

The most common comment was that the proposal would lead to an increase in speeding (43 residents).

> *I think it is extremely inconsiderate for residents on Couching. All that will happen is you will get more traffic going faster. It will pose a very real danger to pedestrians.*
>
> *It slows down traffic/whatever decision is made it should be done on a trial.*
>
> *We need parking bay to slow traffic down.*

Will increase parking problems

27 residents expressed that the proposal will lead to an increase in parking problems.

> *There's too little parking already. This will kill off trade to a small thriving village.*
>
> *Because I have limited physical mobility and there is no convenient alternative to park my car. The car park in Hill Road is a painful walk from my house and I need to use my car a number of times each day.*
>
> *It would be good but where will residents park?*

Other comments

In response to the parking restriction proposal, 17 residents who completed the survey made suggestions. Five residents suggested having a bypass and seven suggested ways speeding could be reduced in the area which included speed bumps, 20mph limit and speed cameras.

Email

Two emails were received from residents who also highlighted safety/speeding concerns as a result of the proposal.

Comments made at public information event

Below are some of the comments made by those who attended the public information event which provide further insight into residents' views and the reasons behind them:

The parking as it is now enables the likes of myself which is reaching retirement to cross the road because it slows the traffic down of that there is no doubt and on the odd occasion in the last 10 months that I've lived here, on the odd occasion when there has been little traffic parked, speed of the traffic, I can't, it's difficult…local people stop but certainly the HGVs do not always stop at the zebra crossing further up that I would use.

The cars that would be removed if the scheme went through where would they park? Because they do belong to residents who haven't got parking areas…and at the moment they do act as a good calming measure for pedestrians.

I am less opposed to it (parking restrictions) than I was when I came in as I hadn't realised that we would still be keeping the bays for evening parking so people would still park when they get home from work cos I was concerned well where are all these parked cars going to go, I was also concerned though that there's not a 20 mile an hour limit being imposed…I am very concerned of the danger here…especially the large lorries.

I am against removing them (parking)…my vehicle access is right on that tightest part of the road so I rely on vehicles blocked by the parking in order to create a gap so I can get in and out of my driveway.

I can't see much point in removing the residential parking unless they move that zebra crossing because I've had so many near misses and that's when traffic is slow and also every morning at five past six Monday to Friday…the speed the cars come down at that time, so there's no reducing the traffic, you're just speeding it all up and I feel strongly that South Oxfordshire District Council has a duty of care to all residents.

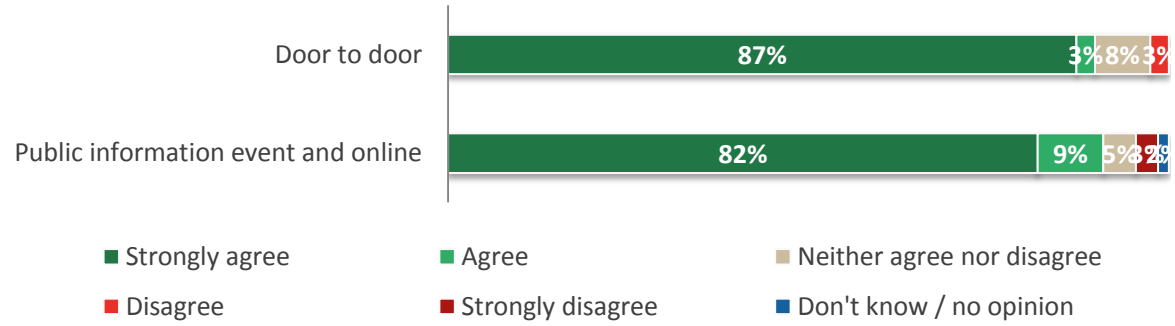
3. Watlington HGV weight limit enforcement

Door to door surveys show that 64% were aware of the proposal compared to 68% of those who completed a survey either online or at the public information event.

The vast majority, regardless of how they completed the survey, agreed with the proposal (90-91%). The level of agreement is in line with the public consultation phase.

Figure 3.1 Agreement with proposal to enforce 7.5 tone weight limit in Watlington by data collection method

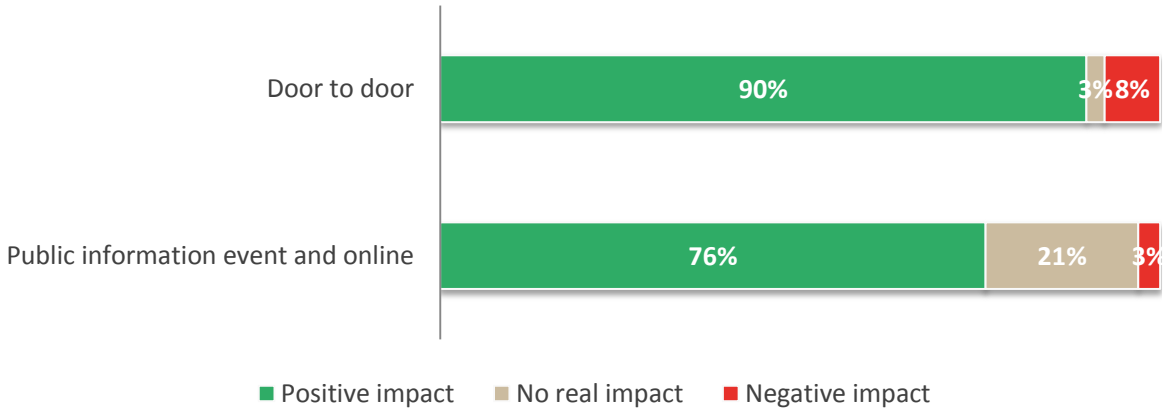
Percentage of respondents– base size 39 and 66 respectively



Watlington residents were asked whether they felt there would be a positive or negative impact on them or their household if the proposal was to go ahead. Nine out of ten (90%) state that it would have a positive impact. This compares to around three-quarters (76%) of those who completed a survey either online or at the public information event. This is due to 21% stating that it would have no real impact on them as opposed to a substantial proportion reporting that it would have a negative impact.

Figure 3.2 Anticipated impact of proposal to enforce 7.5 tone weight limit in Watlington by data collection method

Percentage of respondents– base size 39 and 66 respectively



Residents were asked why they felt that the restriction would have a positive or negative impact on them or their household. The table below summarises the themes that have come out from the comments relating to positive impacts. A common theme was around the actual enforcement of the weight tonne limit as opposed to a reason for believing that it would have a positive impact which is line with the comments made during the initial consultation. Those that did highlight a reason typically felt that it would help to improve the flow of traffic.

Table 3.1 Themes for positive impacts of enforcing 7.5 tone weight limit in Watlington

Theme	Frequency
Enforcement	27
Improve traffic flow	24
Shaking/damage of buildings/roads	12
Safety	12
Vehicle emission/pollution	11
Noise	5
Reduce large vehicles	4
Other	23

Enforcement

The most common response from those that felt that it would have a positive impact was not directly relevant to the question, with 27 residents making a comment about the actual enforcement of the weight limit. People highlighted that the restriction already existed but was not currently enforced and some were concerned that it was not possible to enforce. A few residents questioned where these vehicles would go, suggesting the need for a bypass.

> *There is a restriction but it's not enforced.*
>
> *But how do you police that/signs are already there.*
>
> *I don't know where the trucks will go.*

Improve traffic flow

The next most frequent theme was that traffic flow would be improved (24 residents).

> *Because it might reduce the number of heavy vehicles which cause severe traffic congestion because of their limited manoeuvrability.*
>
> *HGVs appear to be responsible for many of the traffic hold-ups.*
>
> *Fewer large vehicles would improve the traffic flow.*

Shaking/damage of buildings/roads

12 residents report that the HGVs have a negative effect on buildings and roads.

> *Reduce damage to historic buildings due to large vehicles passing each other on pavements.*
>
> *The number of very large, unsuitable vehicles come to a stop where I live and the house shakes with the juddering. They go through the night and in the early morning. There have been a number of accidents/blockages/house damage in recent years.*
>
> *Large vehicles affect the state of the road, pavement and bollards.*

Safety

12 residents report that HGVs in the area are a danger to pedestrians.

> *There will be death soon/they are too near residential property.*
>
> *They cause danger to pedestrians on the pavements because of their size related to the pavement width and the fact that the driver cannot see the pedestrians clearly.*
>
> *Reduce risk as a pedestrian.*

An email from a resident also highlighted safety concerns:

> *We see pushchairs and children pushed up against walls on a regular basis by oversized lorries and trucks, or even just large cars that do not give enough space between themselves and the pavement. It is only a matter of time that it is a small person that gets knocked over and not just a bollard (you only need to look at one of these to appreciate that they are hit on a regular basis).*

Below are some of the comments made by those who attended the public information event which provide further insight into residents' views and the reasons behind them:

> *I don't think the HGVs are being taken into account as much as they should be because although they aren't contributing so much to the air quality, when one comes through it then gets stuck and causes back up…*
>
> *Being on the tightest part of the road so if you get say two large vehicles trying to pass each other, they physically can't because of the width of the road so what they have to do is mount the pavements…they're constantly on and off their brakes so you've got that vibration, I live in a historic listed building, that vibration is going through the property all the time causing damage and my mother being disabled her bedroom window is within 3 or 4 feet of these large vehicles. It's not physically possible for them to get past each other…*

There were only five responses for why the proposal would have a negative impact.

Table 3.2 Themes for negative impacts of enforcing 7.5 tone weight limit in Watlington

Theme	Frequency
Routing	3
Bypass	2
Evening traffic	2
Other	2

Routing

Three people questioned where these larger vehicles would go.

> *How will they get on to the motorway?*
>
> *What is an alternative route for them? I can't give you a view unless I know where the traffic will go.*
>
> *Where else could they get on to motorway?*

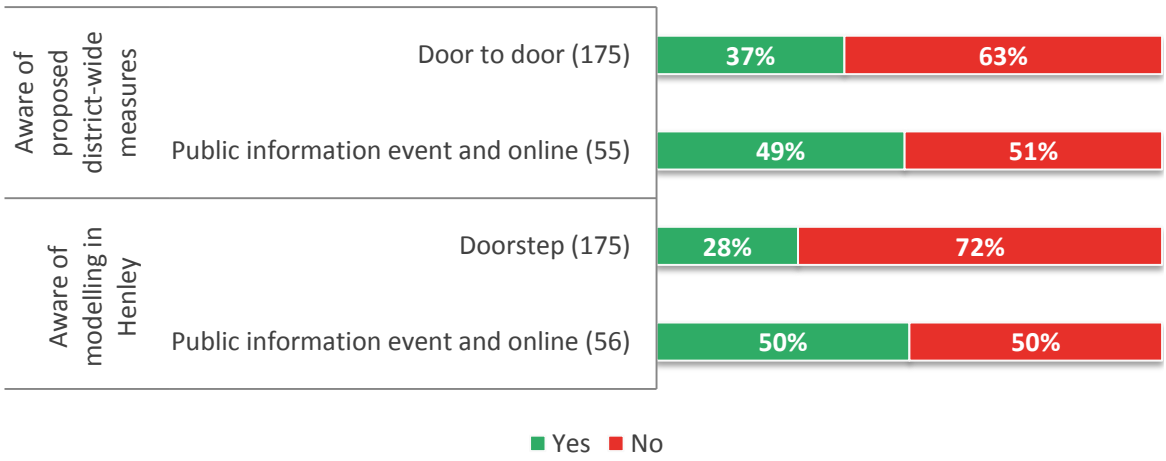
4. Henley

Henley residents were shown a list of district-wide measures that have already been agreed in the air quality action plan (See Appendix C) and asked if they were aware of these proposals. Only 37% of those who took part in the door to door surveys stated that they were aware. They were subsequently asked if they were aware that modelling to see if measures to improve air quality in Henley had been undertaken. Only 28% stated that they were aware of this.

Those who completed the survey online or at the public information event showed greater awareness, with 49% stating that they were aware of the district-wide proposals and 50% being aware that modelling to see if measures to improve air quality in Henley had been undertaken.

Figure 4.1 Anticipated impact of proposals and modelling by data collection method

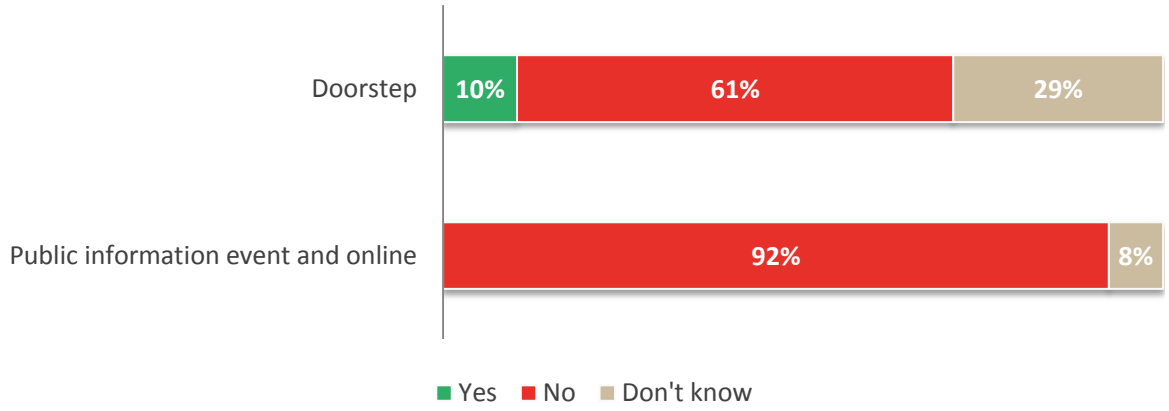
Percentage of respondents



61% of those who took part in the door to door survey feel that not enough is being done to address the problem of air quality in Henley. This compares to 92% of those who completed the survey online or at the public information event. This is a statistically significant difference.

Figure 4.2 Agreement that enough is being done to address air quality problems by data collection method

Percentage of respondents– base size 175 and 53 respectively



Residents who stated that that they either did not feel enough was being done to address air quality problems in Henley, or did not know whether enough was being done, were asked what more could be done by the Council in order to address the problem.

The most popular suggestions were to enable greener forms of travel (61 residents) which covered a wide range of ideas of how people can avoid using their cars, and restricting HGVs in the area (52 residents).

Table 4.1 Themes for how air quality could be improved in Henley

Theme	Frequency
Enable greener forms of travel	61
Restrictions to HGVs	52
Greener vehicles	32
Issues with named streets	32
Another bridge	32
More greenery	31
Bypass needed	29
Traffic issues	25
Parking issues	21
Encourage vehicles to turn off engine when waiting	17
Speed restrictions	14
Issues with traffic lights	12
Personal impact of air pollution	12
Concern over park and ride	11
Low emissions zone	8
Issues with housing development	7
Noise pollution	4
Restrict diesel cars	4
Congestion charge	4
Personalised support	2
Concern over bypass	2
Other	50

Enable greener forms of travel

61 residents felt that enabling greener forms of travel would help to address the air quality problems. Many were in favour of the park and stride/ride schemes in order to do this. Some residents suggested pedestrianising certain areas or creating cycle paths. A small number of residents suggested improving rail and bus services.

> *Good to have a park and stride scheme.*
>
> *Incentivise park & ride - parking out of town free, in town expensive.*
>
> *Put good cycle lanes into Henley. Discourage parking and substitute more, better more frequent buses (clean). Extend the pedestrian area.*
>
> *Reduce traffic by promoting rail and improving public transport.*
>
> *Centre of town would be better to be a car free zone like in Sweden.*

Restrictions to HGVs

A popular suggestion was to restrict HGVs in the area (52 residents).

> *Reduce HGVs cutting through Henley, weight limits on trucks.*
>
> *Should be ban on heavy goods vehicles.*
>
> *Bypass the roads in the town for all heavy goods vehicles.*

Greener vehicles

A frequent suggestion was to introduce greener vehicles (32 residents). This included replacing buses with greener/electric alternatives, as well as incentivising having a green/electric vehicle. Some residents also mentioned that Henley's taxis should be green too.

> *Green buses good, and taxis.*
>
> *Electric bus fleet needed.*
>
> *Need to make electric cars cheaper. All council vehicles could be electric. Lead by example.*
>
> *Provide parking permit incentives for green vehicles…*

Issues with named streets

A number of residents identified certain streets as being problem areas that the Council should focus their attention on (30 residents). In particular Reading Road, Greys Road and Duke Street were identified as areas of concern.

> *Currently HGVs are mounting on pavements on Reading Road!!*
>
> *Reading road between 7-10 is terrible, people leaving engines running.*
>
> *Reading Road quite congested at peak times.*
>
> *Residential parking needed on Greys Road.*
>
> *Duke Street is terrible. Bypass needed especially for HGV's.*

Another bridge

32 residents suggested an additional bridge is needed in order to cope with the traffic levels in Henley.

> *Another bridge to bypass town a good idea.*
>
> *3rd bridge is necessary between Henley and Reading.*
>
> *Third bridge for big lorries.*
>
> *Bypass and bridge needed.*
>
> *Consider more practical immediate options such as building more bridges to reduce concentration of traffic in these areas.*

More greenery

31 residents suggested incorporating more greenery within Henley, in particular having green walls.

> *Plants have been cleaning up our mess for years- lets have more ACTIVE walls, vertical farming.*
>
> *Grow plants that filter and absorb pollution such as Silver Birch and Ivy throughout the town centre.*
>
> *Green walls a good idea.*

Bypass needed

24 residents state that a bypass is required.

We need a bypass! Urgently! Everything else is window-dressing!

Bypass needed especially for HGV's.

Aware of green walls although without bypass solutions may be a drop in the ocean.

Bypass and third bridge needed.

One email was received from a resident highlighting similar issues already discussed.

Below are some of the comments made by those who attended the public information event which provide further insight into residents' views and the reasons behind them:

I think the air quality in Henley is pretty bad as a local resident, there's too much private traffic coming through, and I think essentially if you could restrict the private traffic coming into the town maybe at certain hours that would be good, pedestrianise streets, maybe have electric cars, promote the use electric cars. We've got to do something because it's awful as you go down the bottom of Greys Hill turning into Duke Street when the traffics stuck at a red light, it's awful, you can feel it actually hitting your throat so something I think has to be done.

Small things aren't going to make enough difference, it's a big problem, and it's no good talking about plants and silly things like this that's been going on.

It's no longer enjoyable to come in to town… I avoid the town because of the pollution, so when it gets that bad, you naturally start thinking about moving and I think that there's been others that have done so and are going to do so.

The emissions being produced by private cars is the biggest problem…no initiative about encouraging bicycling, encouraging places to store bicycles, quite often in Henley the bicycle bays are full and you see bikes attached everywhere… for a small town as we are there's an initiative to encourage people to come into the town centre on foot or human power transport bicycle… and the other issue that's not really discussed is how to remove the pollution that's in the air, it's going to be there no matter what we do and as they've already mentioned in a separate report about putting a green wall… the idea of doing that in more places so your actually filtering the air, you know Henley's not that green for being a small town…and it could be much more so…we're talking about a park and ride and all that- don't even drive!

Discussion

Wallingford bridge restriction

The previous public consultation held between February and March 2016 found that the majority of residents were in favour of the proposal to restrict access to Wallingford bridge (60%). Door to door surveys completed within the streets considered to be directly affected supports this initial finding (58% agreement rate).

This proposal has however been shown to be controversial. Strong feelings regarding this proposal were demonstrated during the targeted public engagement, where a total of 147 surveys were completed at the public information event and nearly 40 emails/letters were submitted opposing the proposal. Demographic breakdown shows that just under a fifth (33 residents) of those who completed the survey during the public information event or online were under 35. This level of interest demonstrated by a younger age group, who often do not engage in these types of consultations, shows the strength of feeling regarding the proposal. This can be put into context when considering that only 4 out of the 61 and 3 out of the 51 who completed a survey online or during the public information events and gave their age, were under 35 for Watlington and Henley respectively.

During the previous public consultation, a fifth (20%) disagreed with the proposal. Door to door surveys during the current public engagement work supports the initial findings, with 26% stating that they disagreed with the proposal. Survey data collected during the public information event and online shows far greater resistance, with a 72% disagreement rate. Furthermore, just 28% of those who took part in the door to door surveys state that the proposal would have a negative impact on them, compared to 66% of those who completed the survey online or during the public information event. These differences are statistically significant and suggest that restrictions to the bridge is more likely to be opposed and have a negative impact on wider the wider population of Wallingford, rather than those who were identified as being 'directly affected', who on the whole appear to support it.

It is worth noting however that due to the self-selection methodology of the surveys completed online and during the public information event, there is a chance of duplicate surveys being submitted which would in turn skew results. Those who took part in the public information event or online survey were also anticipated to be more likely to have views at either ends of the spectrum (positive or negative). Nevertheless the door to door surveys, which were undertaken with one person in each household, cover a more representative range of people and suggest that there is still a level of resistance to the proposal, although perhaps not

as widespread as the data from the self-selection methods would suggest.

Those who did feel that the proposal would have a positive impact on them or their household stated that it would reduce traffic and improve air quality. Those who stated that it would have a negative impact typically highlighted that it would simply move traffic and congestion elsewhere, impact Wallingford economically, and cause inconvenience and disruption to journeys, particularly for work and school drops. These common reasons reinforce the fact that the negative impacts are ones that are not confined to those living within close proximity of the bridge but can indeed affect wider residents too. The potential effect on journeys to work and the school run may also explain the greater interest of younger residents in the proposal.

51 residents who took part in the survey made suggestions of how air quality in Wallingford could be improved. This included further points to consider when restricting bridge access such as limiting or stopping HGVs from using the bridge, as well as other ideas; for example numerous residents felt that the traffic light systems needed to be better synchronised.

Watlington parking restriction

There are vast differences in the level of support found for the restriction of parking in Watlington in order to improve traffic flow. The previous public consultation showed a 62% agreement rate and 21% disagreement rate, suggesting that the majority are in favour of the proposal. However, the current targeted public engagement work suggest feelings amongst Watlington residents who are likely to be 'directly impacted' are far more negative. 62% of those who took part in the door to door survey stated that they disagreed with the proposal, rising to 77% of those who took part during the public information event or an online survey. The majority of those who took part in the targeted public engagement work felt that the proposal would have a negative impact on them or their household. People were concerned that the parking restrictions would result in an increase in speeding on the affected roads and will cause/increase parking problems. It will therefore be important to address these concerns if the proposal is to go ahead. Those who felt that it would have a positive impact highlighted that it would indeed reduce traffic and journey times.

Watlington 7.5 tonne weight enforcement

Results from the previous public consultation as well as the current targeted public engagement work shows that there is strong support for greater enforcement of the 7.5 tonne weight limit in Watlington. 84% stated that they agreed with the proposal during the previous public consultation and 90-91% during the current targeted public engagement (with a smaller but more relevant sample). Whilst this proposal shows a generally high level of support, the strength of support was particularly evident

during the current public engagement work with over 80% stating that they 'strongly agree' with the proposal compared to the 61% during the previous district wide public consultation. Only 3% from each of the data collection methods disagreed with the proposal.

The driving force behind residents support for the proposal appears to not always be related to the low vehicle emission agenda. Common positive impacts appear to be that it would improve traffic flow making travelling easier for residents; reducing shaking/damage to buildings/roads; and improved safety for pedestrians. This proposal therefore appears to have numerous benefits for local residents who are able to see the potential for wider benefits beyond the scope of this strategy.

The support for this proposal sits within a backdrop of what appears to be a general feeling of wanting to limit HGVS within the district. This is supported by the fact that measures to reduce emissions from HGVs and vans as well as the greater enforcement of the 7.5 tonne weight limit in Watlington, were two of the most positively received proposals by residents during the previous public consultation. During the current targeted public engagement work, the need to limit or ban HGVs was also highlighted both by Henley and Wallingford residents. Strategies to reduce vehicle emissions through weight restrictions zones therefore appear to be likely to be supported by residents.

Henley

The majority of Henley residents did not feel that enough was being done to address the problem of air quality in Henley. This may well be linked to a lack of awareness of both the proposed district wide measures, and the modelling that has already taken place and so communication may well be an issue here. Residents suggested a range of ideas. The most popular suggestion was to enable greener forms of travel by having, for example, park and ride/stride campaigns and creating cycle paths/pedestrianising areas. Many of the suggestions tie in with the district wide measures that have already been agreed in the air quality action plan and the three other additional actions that have been proposed which again suggests a lack of awareness of what has already been proposed. However, having another bridge and having a bypass were two additional suggestions that were popular with residents. Despite being informed that evidence suggests that most emissions were being produced by private cars as opposed to busses and lorries, restrictions to HGVs was still the second most popular suggestion. Similar to Watlington, this may well relate to wider perceived benefits beyond the remit of lowering vehicle emissions or improving air quality. Many residents identified streets considered to be 'problem areas'. Ensuring that proposals either improve or at best do not 'appear' to add to these problems may therefore be beneficial.

m·e·l research

Appendices

Appendix A: Wallingford door to door survey (online and consultation survey varies slightly)

South Oxfordshire District Council
Wallingford Bridge Access Restrictions

Good morning/afternoon/evening, my name is ..... I work for M·E·L Research and I am conducting a short survey on behalf of South Oxfordshire District Council. The survey is about the proposals to tackle the problem of vehicle emissions in Wallingford.

The council's 2014 air quality action plan identified a range of measures to tackle air quality in the district. One of the many measures that the council is working towards is lowering vehicle emissions. To do this, a low emission strategy was created based on the results of research that looked to see which methods would be the best way to reduce vehicle emissions. This strategy was published on the council's website on 1 February 2016 and was promoted widely with members of the public being encouraged to comment on it by completing a survey. The consultation ran until 25 March 2016. We are now consulting with residents in Wallingford on proposals to reduce vehicle emissions specifically in their area.

Could you spare me five minutes of your time to take part in this survey?

If yes: I'd like to reassure you that this interview will be carried out according to the Market Research Society's Code of Conduct and all your answers and information will be treated as anonymous and confidential in accordance with the Data Protection Act 1998.

One idea to reduce the problem of emmissions is to trial a restriction on the access to the bridge over the Thames at Wallingford to some vehicles at certain times.

The council could investigate what options there are to limit the use of the bridge at certain times. This could significantly reduce the amount of traffic queuing at the lights on the High Street, which is a major source of the harmful vehicle emissions in the town centre.

Q1 Were you aware of this proposal?

- ○ Yes
- ○ No
- ○ Don't know / not sure

Q2 To what extent do you agree or disagree with this proposal? SHOWCARD 1

- ◯ Strongly agree
- ◯ Agree
- ◯ Neither agree nor dissagree
- ◯ Disagree
- ◯ Strongly disagree
- ◯ Don't know / no opinion

Q3 If this proposal were to go ahead, what impact is it likely to have on you/your household?

- ◯ Positive impact
- ◯ No real impact
- ◯ Negative impact

Q4 IF POSITIVE: Why do you feel it would have a positive impact on you/your household?

Q5 IF NEGATIVE: Why do you feel it would have a negative impact on you/your household?

About you and your household: To ensure we have spoken to a range of people regarding these ideas/proposals I need to just collect some information about you and your household.

Q6 INTERVIEWER CODE GENDER

- ◯ Male
- ◯ Female

Q7 Within which age band do you fall into? SHOWCARD 2

- ◯ 18 to 24
- ◯ 25 to 34
- ◯ 35 to 44
- ◯ 45 to 54
- ◯ 55 to 64
- ◯ 65+

Q8 How long have you lived in Watlington / the local area?

- ◯ Up to 1 year
- ◯ 1-2 years
- ◯ 3-5 years
- ◯ 6-10 years
- ◯ 11-15 years
- ◯ 16-20 years
- ◯ More than 20 years

Q9 And is your home? SHOWCARD 3

- ◯ Owned outright
- ◯ Owned with mortgage
- ◯ Rented from housing association
- ◯ Rented from private landlord
- ◯ Other
- ◯ Don't know

Q10 Can I please take your home postcode? This information will be used for analysis and mapping purposes only.

Q11 Looking at this list, how would you describe your present work status? SHOWCARD 4

- ◯ Employed - part time
- ◯ Employed - full time
- ◯ Self employed
- ◯ Unemployed
- ◯ Full time student
- ◯ Retired
- ◯ Looking after home or family
- ◯ Long term sick or disabled
- ◯ Other

Q12 Which of these ethnic groups best describes you? SHOWCARD 5

- ◯ White: English/Welsh/Scottish/Northern Irish/British
- ◯ White: Irish
- ◯ White: Gypsy or Irish Traveller
- ◯ White Other
- ◯ Mixed: White and Black Caribbean
- ◯ Mixed: White and Black African
- ◯ Mixed: White and Asian
- ◯ Mixed: Other
- ◯ Asian or Asian British: Indian
- ◯ Asian or Asian British: Pakistani
- ◯ Asian or Asian British: Bangladeshi
- ◯ Asian or Asian British: Chinese
- ◯ Asian or Asian British: Other
- ◯ Black or Black British: Caribbean
- ◯ Black or Black British: African
- ◯ Black or Black British: Other
- ◯ Other: Arab
- ◯ Other: Other ethnic group

Other, please specify

Q13 Including yourself, how many people live in your household?

Q14 How many are adults aged 18 or over?

Q15 How many are children (17 and under)?

For quality control purposes the office is required to verify a small proportion of my work. Can I please take your full name, address and telephone number. These details are held in confidence and are not linked to your answers, neither are they passed on to any third party.

Q16 Name

Q17 Address

Q18 Telephone

SOUTH OXFORDSHIRE DISTRICT COUNCIL is looking for residents who are interested in giving their views and suggestions on other council services. They are occasionally asked to complete short online or telephone surveys, for example. Would you be willing to be added to the mailing list and provide your views to influence the work of the council?

IF NO: THANK AND CLOSE.

IF YES: Can I please take your email address and we will send you a short online form/survey asking you how you'd prefer to get involved and the types of council topics you are interested in providing your views on?
THANK YOU.

Q19 Email address:

Thank you, that's all the questions!

Appendix B: Watlington door to door survey (online and consultation survey varies slightly)

South Oxfordshire District Council
Watlington Parking Bays Survey

Good morning/afternoon/evening, my name is ..... I work for M·E·L Research and I am conducting a short survey on behalf of South Oxfordshire District Council. The survey is about the proposals to tackle the problem of vehicle emissions in Watlington.

The council's 2014 air quality action plan identified a range of measures to tackle air quality in the district. One of the many measures that the council is working towards is lowering vehicle emissions. To do this, a low emission strategy was created based on the results of research that looked to see which methods would be the best way to reduce vehicle emissions. This strategy was published on the council's website on 1 February 2016 and was promoted widely with members of the public being encouraged to comment on it by completing a survey. The consultation ran until 25 March 2016. We are now consulting with residents in Watlington on proposals to reduce vehicle emissions specifically in their area.

Could you spare me five minutes of your time to take part in this survey?

If yes: I'd like to reassure you that this interview will be carried out according to the Market Research Society's Code of Conduct and all your answers and information will be treated as anonymous and confidential in accordance with the Data Protection Act 1998.

One of the main problems in Watlington is vehicles struggling to travel past parked cars on the roads through the town, so they sit still, pumping out emissions – this is mainly caused by traffic parking on Couching and Shirburn Street.

One idea to reduce this problem is to carry out a trial, restricting parking on these roads. This could keep traffic moving and significantly reduce vehicle emissions.

This map shows the proposed parking bays that could be restricted. SHOWCARD 1 MAP

The red indicates bays being restricted for evening use only (potentially 9/10 spaces) and the green indicates a bay being possibly extended which will be for unrestricted use (potentially 2 or more spaces).

Q1 Were you aware of this proposal?

- ◯ Yes
- ◯ No
- ◯ Don't know / not sure

Q2 To what extent do you agree or disagree with this proposal? SHOWCARD 2

- ◯ Strongly agree
- ◯ Agree
- ◯ Neither agree nor dissagree
- ◯ Disagree
- ◯ Strongly disagree
- ◯ Don't know / no opinion

Q3 If this proposal were to go ahead, what impact is it likely to have on you/your household?

- ◯ Positive impact
- ◯ No real impact
- ◯ Negative impact

Q4 IF POSITIVE: Why do you feel it would have a positive impact on you/your household?

Q5 IF NEGATIVE: Why do you feel it would have a negative impact on you/your household?

Another idea to reduce emissions is more enforcement of the 7.5 tonne weight limit in Watlington. This wouldn't ban larger vehicles from the town as many of them are using the roads for legitimate reasons for local deliveries and access, but it might reduce the number of larger vehicles from using the town as a short cut.

Q6 Were you aware of this proposal?

- ◯ Yes
- ◯ No
- ◯ Don't know / not sure

Q7 To what extent do you agree or disagree with this proposal? SHOWCARD 2

- ◯ Strongly agree
- ◯ Agree
- ◯ Neither agree nor dissagree
- ◯ Disagree
- ◯ Strongly disagree
- ◯ Don't know / no opinion

Q8 If this proposal were to go ahead, what impact is it likely to have on you/your household?

- ◯ Positive impact
- ◯ No real impact
- ◯ Negative impact

Q9 IF POSITIVE: Why do you feel it would have a positive impact on you/your household?

Q10 IF NEGATIVE: Why do you feel it would have a negative impact on you/your household?

About you and your household: To ensure we have spoken to a range of people regarding these proposals I need to just collect some information about you and your household.

Q11 INTERVIEWER CODE GENDER

- ◯ Male
- ◯ Female

Q12 Within which age band do you fall into? SHOWCARD 3

- ◯ 18 to 24
- ◯ 25 to 34
- ◯ 35 to 44
- ◯ 45 to 54
- ◯ 55 to 64
- ◯ 65+

Q13 How long have you lived in Watlington / the local area?

- ◯ Up to 1 year
- ◯ 1-2 years
- ◯ 3-5 years
- ◯ 6-10 years
- ◯ 11-15 years
- ◯ 16-20 years
- ◯ More than 20 years

Q14 And is your home? SHOWCARD 4

- ◯ Owned outright
- ◯ Owned with mortgage
- ◯ Rented from housing association
- ◯ Rented from private landlord
- ◯ Other
- ◯ Don't know

Q15 Can I please take your home postcode? This information will be used for analysis and mapping purposes only.

Q16 Looking at this list, how would you describe your present work status? SHOWCARD 5

- ◯ Employed - part time
- ◯ Employed - full time
- ◯ Self employed
- ◯ Unemployed
- ◯ Full time student
- ◯ Retired
- ◯ Looking after home or family
- ◯ Long term sick or disabled
- ◯ Other

Q17 Which of these ethnic groups best describes you? SHOWCARD 6

- ◯ White: English/Welsh/Scottish/Northern Irish/British
- ◯ White: Irish
- ◯ White: Gypsy or Irish Traveller
- ◯ White Other
- ◯ Mixed: White and Black Caribbean
- ◯ Mixed: White and Black African
- ◯ Mixed: White and Asian
- ◯ Mixed: Other
- ◯ Asian or Asian British: Indian
- ◯ Asian or Asian British: Pakistani
- ◯ Asian or Asian British: Bangladeshi
- ◯ Asian or Asian British: Chinese
- ◯ Asian or Asian British: Other
- ◯ Black or Black British: Caribbean
- ◯ Black or Black British: African
- ◯ Black or Black British: Other
- ◯ Other: Arab
- ◯ Other: Other ethnic group

Other, please specify

Q18 Including yourself, how many people live in your household?

Q19 How many are adults aged 18 or over?

Q20 How many are children (17 and under)?

For quality control purposes the office is required to verify a small proportion of my work. Can I please take your full name, address and telephone number. These details are held in confidence and are not linked to your answers, neither are they passed on to any third party.

Q21 Name

Q22 Address

Q23 Telephone

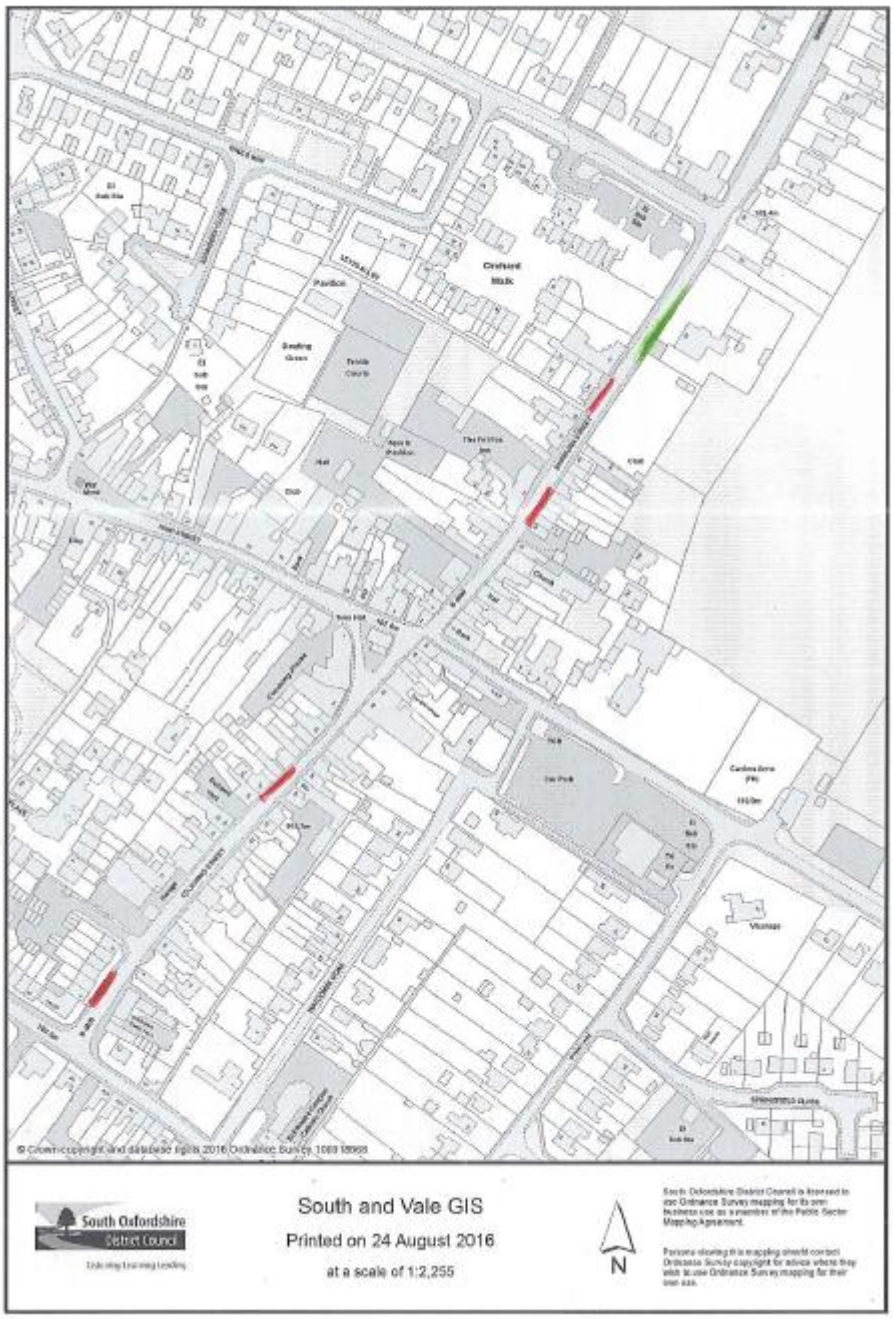
SOUTH OXFORDSHIRE DISTRICT COUNCIL is looking for residents who are interested in giving their views and suggestions on other council services. They are occasionally asked to complete short online or telephone surveys, for example. Would you be willing to be added to the mailing list and provide your views to influence the work of the council?

IF NO: THANK AND CLOSE.

IF YES: Can I please take your email address and we will send you a short online form/survey asking you how you'd prefer to get involved and the types of council topics you are interested in providing your views on?
THANK YOU.

Q24 Email address:

Thank you, that's all the questions!


South Oxfordshire District Council
South and Vale GIS
Printed on 24 August 2016
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Appendix C: Henley door to door survey (online and consultation survey varies slightly)

South Oxfordshire District Council
Air Quality Measures

Good morning/afternoon/evening, my name is ..... I work for M·E·L Research, an independent market research company. I am conducting a short survey on behalf of South Oxfordshire District Council. The survey is about the proposals to improve air quality in Henley.

Could you spare me five minutes of your time to take part in this survey?

If yes: I'd like to reassure you that this interview will be carried out according to the Market Research Society's Code of Conduct and all your answers and information will be treated as confidential and in accordance with the Data Protection Act 1998.

South Oxfordshire District Council has been working on improving air quality in the district. A range of district-wide measures have already been agreed in the air quality action plan. These include the following...SHOWCARD 1

Q1 Were you aware of these proposals?

- ◯ Yes
- ◯ No

The council has now carried out low emission zone modelling in Henley to see if any such measures would improve air quality. Unfortunately the evidence suggests a low emission zone would not bring about significant improvements due to most emissions being produced by private cars, not busses and lorries. The council has, however proposed some additional actions which would benefit Henley, including:

SHOWCARD 2
- New planning and procurement policies to deliver a long term vision of reducing emissions from transport
- An electric vehicle uptake target and associated plan to support this
- A low emission behaviour change campaign

Q2 Were you aware that modelling to see if measures to improve air quality in Henley had been undertaken?

- ◯ Yes
- ◯ No

Q3 On balance, do you think enough is being done to address the problem of air quality in Henley?

- ◯ Yes
- ◯ No
- ◯ Don't know

Q4 IF No or Don't Know: What more do you think the council should do to address the problem of air quality in Henley?

About you and your household: To ensure we have spoken to a range of people regarding these ideas/proposals I need to just collect some information about you and your household.

Q5 INTERVIEWER CODE GENDER

- ◯ Male
- ◯ Female

Q6 Within which age band do you fall into? SHOWCARD 3

- ◯ 18 to 24
- ◯ 25 to 34
- ◯ 35 to 44
- ◯ 45 to 54
- ◯ 55 to 64
- ◯ 65+

Q7 How long have you lived in Henley / the local area?

- ◯ Up to 1 year
- ◯ 1-2 years
- ◯ 3-5 years
- ◯ 6-10 years
- ◯ 11-15 years
- ◯ 16-20 years
- ◯ More than 20 years

Q8 And is your home? SHOWCARD 4

- ◯ Owned outright
- ◯ Owned with mortgage
- ◯ Rented from housing association
- ◯ Rented from private landlord
- ◯ Other
- ◯ Don't know

Q9 Can I please take your home postcode? This information will be used for analysis and mapping purposes only.

Q10 Looking at this list, how would you describe your present work status? SHOWCARD 5

- ◯ Employed - part time
- ◯ Employed - full time
- ◯ Self employed
- ◯ Unemployed
- ◯ Full time student
- ◯ Retired
- ◯ Looking after home or family
- ◯ Long term sick or disabled
- ◯ Other

Q11 Which of these ethnic groups best describes you? SHOWCARD 6

- ◯ White: English/Welsh/Scottish/Northern Irish/British
- ◯ White: Irish
- ◯ White: Gypsy or Irish Traveller
- ◯ White Other
- ◯ Mixed: White and Black Caribbean
- ◯ Mixed: White and Black African
- ◯ Mixed: White and Asian
- ◯ Mixed: Other
- ◯ Asian or Asian British: Indian
- ◯ Asian or Asian British: Pakistani
- ◯ Asian or Asian British: Bangladeshi
- ◯ Asian or Asian British: Chinese
- ◯ Asian or Asian British: Other
- ◯ Black or Black British: Caribbean
- ◯ Black or Black British: African
- ◯ Black or Black British: Other
- ◯ Other: Arab
- ◯ Other: Other ethnic group

Other, please specify

Q12 Including yourself, how many people live in your household?

Q13 How many are adults aged 18 or over?

Q14 How many are children (17 and under)?

For quality control purposes the office is required to verify a small proportion of my work. Can I please take your full name, address and telephone number. These details will be used by M·E·L Research for adminstration and quality control purposes only and not passed on to the Council or any third party.

Q15 Name

Q16 Address

Q17 Telephone

SOUTH OXFORDSHIRE DISTRICT COUNCIL is looking for residents who are interested in giving their views and suggestions on other council services. They are occasionally asked to complete short online or telephone surveys, for example. Would you be willing to be added to the mailing list and provide your views to influence the work of the council?

IF NO: THANK AND CLOSE.

IF YES: Can I please take your email address and we will send you a short online form/survey asking you how you'd prefer to get involved and the types of council topics you are interested in providing your views on?
THANK YOU.

Q18 Email address:

Thank you, that's all the questions!

Showcard 1

- Creation of a low emission strategy and low emission zone feasibility studies
- Installation of electric vehicle recharging points
- Parking permit incentives for green vehicles
- Feasibility study for freight consolidation centre / freight quality partnerships
- Taxi licensing incentives for green vehicles
- Improved use and enforcement of traffic regulation orders
- Review of the council and contractors fleet
- Eco driver training
- Air quality planning guidance
- Awareness, behavioural change and community projects (e.g. event promotions, the new website, travel packs, helping out with community projects, green walls, etc)
- Park and stride campaign
- A cut your engine while you wait at traffic lights campaign

Appendix D: Wallingford sample profile

Gender	Door to door	Online and consultation
Male	33	99
Female	55	95
Prefer not to say	0	6

Age	Door to door	Online and consultation
18 to 24	2	11
25 to 34	11	22
35 to 44	12	30
45 to 54	19	32
55 to 64	16	45
65+	28	59
Prefer not to say	0	5

Length of time residing in local area	Door to door	Online and consultation
Up to 1 year	11	0
1-2 years	3	4
3-5 years	11	11
6-10 years	15	25
11-15 years	7	15
16-20 years	9	25
More than 20 years	32	123

Work status	Door to door	Online and consultation
Employed - part time	11	24
Employed - full time	32	75
Self employed	11	18
Unemployed	0	1
Full time student	1	4
Retired	29	66
Looking after home or family	4	5
Long term sick or disabled	0	0
Other	0	5

Ethnicity	Door to door	Online and consultation
White: English/Welsh/Scottish/Northern Irish/British	79	167
BME	9	12

Appendix E: Watlington sample profile

Gender	Door to door	Online and consultation
Male	19	27
Female	20	37
Prefer not to say	0	0

Age	Door to door	Online and consultation
18 to 24	1	0
25 to 34	5	4
35 to 44	6	5
45 to 54	5	12
55 to 64	7	17
65+	15	23
Prefer not to say	0	0

Length of time residing in local area	Door to door	Online and consultation
Up to 1 year	4	1
1-2 years	3	2
3-5 years	4	11
6-10 years	8	10
11-15 years	4	6
16-20 years	6	10
More than 20 years	10	25

Work status	Door to door	Online and consultation
Employed - part time	3	6
Employed - full time	12	22
Self employed	6	10
Unemployed	1	1
Full time student	0	0
Retired	14	24
Looking after home or family	2	0
Long term sick or disabled	0	0
Other	1	1

Ethnicity	Door to door	Online and consultation
White: English/Welsh/Scottish/Northern Irish/British	37	54
BME	2	3

Appendix F: Henley sample profile

Gender	Door to door	Online and consultation
Male	81	31
Female	94	25
Prefer not to say	0	1

Age	Door to door	Online and consultation
18 to 24	11	2
25 to 34	16	1
35 to 44	28	3
45 to 54	28	10
55 to 64	22	15
65+	69	20
Prefer not to say	0	3

Length of time residing in local area	Door to door	Online and consultation
Up to 1 year	13	0
1-2 years	7	4
3-5 years	18	7
6-10 years	27	9
11-15 years	15	8
16-20 years	9	3
More than 20 years	86	27

Work status	Door to door	Online and consultation
Employed - part time	13	6
Employed - full time	67	11
Self employed	8	5
Unemployed	1	0
Full time student	6	2
Retired	70	26
Looking after home or family	7	2
Long term sick or disabled	1	1
Other	1	0

Ethnicity	Door to door	Online and consultation
White: English/Welsh/Scottish/Northern Irish/British	160	45
BME	15	2

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