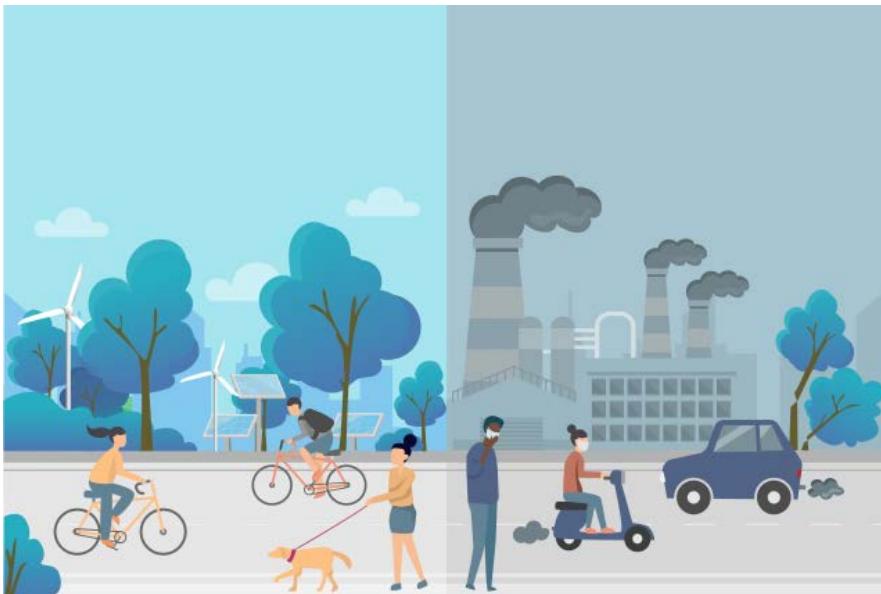


Have your say on the South Oxfordshire and Vale of White Horse Air Quality Action Plan

CONSULTATION REPORT

A review of the feedback received on the area-wide and area-specific measures proposed in the South Oxfordshire and Vale of White Horse Air Quality Action Plan 2023-27.

AUGUST 2023



If you require this report in an alternative format (for example large print, Braille, audio, email, Easy Read and alternative languages) please email haveyoursay@southandvale.gov.uk or call 01235 422425.

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Note: When stating percentages in the analysis, we are referring to the percentage of respondents that answered the specific question, rather than the total number of responses to the overall survey. Response percentages may not add up to 100% due to rounding up over .5 and rounding down under .5. Words that appear in italics are quotes taken from comments received.

EXECUTIVE SUMMARY

This report has been produced by council officers to analyse the comments received on the Air Quality Action Plan 2023-27 (AQAP).

Overall, respondents expressed high levels of support for most of the area-specific actions for Henley-on-Thames, Botley and Marcham, and for all of the area-wide actions for the districts. Levels of support for the proposals to remove the Air Quality Management Area (AQMA) in Wallingford and Watlington were lower, whilst a large proportion of respondents did not agree with the proposal to remove the AQMA in Abingdon-on-Thames.

With respect to the actions for the AQMAs in South Oxfordshire:

- Respondents agreed with all of the actions proposed for the market town of Henley-on-Thames, with an average rate of agreement of 69%. Action 6 'Low emissions schools and colleges' received the highest level of support (76%), whilst Action 3 'Parking review' registered the lowest (56%). The three proposals which respondents deemed the most important are: 'Henley-on-Thames Heavy Goods Vehicle (HGV) Emission Management Plan', which received 70% of total preferences; 'Strategic highway improvements to relieve pressure on traffic in Henley-on-Thames' (62%); and 'Henley-on-Thames Low Emission Neighbourhood (48%)'.
- Less than half of all respondents agreed with the proposal to remove the Wallingford AQMA (42%), and 34% disagreed with it. Among the comments received, 44% expressed disagreement with the proposal due to traffic being heavy and the target of emission levels, which the proposal is based on, being inappropriate.
- Just under half of all respondents agreed with the proposal to remove the Watlington AQMA (48%), whilst 30% disagreed.

With respect to the actions for the AQMAs in the Vale of White Horse:

- Just under half of the respondents disagreed with the proposal to remove the Abingdon AQMA (47%), whilst 32% agreed with it. Among the comments received, over two-thirds expressed disagreement with this proposal (68%).
- On average, just over two-thirds of respondents agreed with the proposals for Botley AQMA. More specifically, 66% supported Action 1 'Feasibility study to improve air quality on the A34', and 68% supported Action 2 'Feasibility study to reduce traffic emissions within Botley'. Among the comments received, 41% expressed the need to improve traffic flow, volume and emissions in Botley. Respondents in this group also asked for a reduction of the speed limit to be considered, especially for the ring road/Botley interchange.
- On average, 71% of respondents agreed with the proposed actions for Marcham AQMA. However, the level of support varied significantly between the two proposals, with just over half of respondents agreeing with Action 1, 'Strategic highway improvements to relieve pressure on through traffic in Marcham (including a potential bypass)', and 84% agreeing with Action 2 'Marcham Heavy Goods Vehicles (HGV) emission management plan'. Among the comments received, 32% expressed the need

to improve the transport infrastructure, including building a bypass, and public transport, and 28% asked for the introduction of restrictions on HGV and a 20mph speed limit.

With regards to the area-wide actions for South Oxfordshire and the Vale of White Horse:

Overall, the vast majority of respondents agreed with all the proposed area-wide actions included in the AQAP 2023-27. More specifically, on average 73% of them expressed support for all the proposals.

The area-wide action which received the highest level of support was AW7, 'Feasibility study on the use of green infrastructure' - 81% of respondents agreed with this.

However, when asked to select three actions which are most important to them, respondents identified the following:

- Action 1, 'Promotion of public transport uptake' (70% of preferences).
- Action 3, 'Review options to reduce freight emission, including weight limits and enforcement' (57%).
- Action 2, 'Promotion of cycling' (49%).

We received 106 comments on the area-wide actions for the districts. Of these, the largest group expressed the need for further work to be done to improve the transport infrastructure and traffic management in South and Vale (40%). An additional 25% of comments indicated that public transport needs improvement.

ENGAGEMENT METHODOLOGY

The 'Have your Say on the South and Vale Air Quality Action Plan 2023-27' consultation was launched on Thursday 15 June ('Clean Air Day') and closed at 11.59pm on Thursday 27 July 2023. The consultation was open for six weeks.

An email with a link to the live comment form and information on how to respond was sent to:

- 1580 South and Vale residents on our corporate database
- 154 Town and Parish Councillors in South Oxfordshire and the Vale of White Horse
- 46 statutory consultees.

A letter with a QR code, together with information on how to respond to the online consultation or request a paper copy/alternative version, was also sent to 290 residents on our corporate database whose preferred contact method is postal.

The consultation was advertised locally. More specifically, 75 posters including a QR code to the comment form were delivered to every GP surgery and library in all the Air Quality Management Areas in the districts (Abingdon, Botley, Henley-on-Thames, Wallingford, Watlington and Marcham). Posters were also sent to all Parish Councils in these areas.

External publicity took place on the day of the launch and on the following days and weeks. On the day the consultation launched a press release was sent to all district councillors, all local media and Town and Parish councils. Messages were also posted on Instagram, Facebook and Twitter. On the same day, news articles were published on In-Focus and on the councils' internal network Jarvis. This was followed by social media posts on 1, 9, 11, 12, 19 and 25 July. The consultation was also featured in the Henley Herald and Henley Standard, and it appeared in the June edition of South News and Vale News – the newsletter to residents and Town and Parish councils.

Reporting methodology

This report provides a summary of all quantitative and qualitative results. Only comment forms that were fully submitted by respondents have been analysed and are included in this report, partial ones have not been considered.

A full list of all comments made is available in the Appendix to this report. Any personal information supplied to us within the comments that could identify anyone has been redacted and will not be shared or published. Further information on data protection is available in our general consultation's privacy statement on our [South](#) or [Vale](#) website.

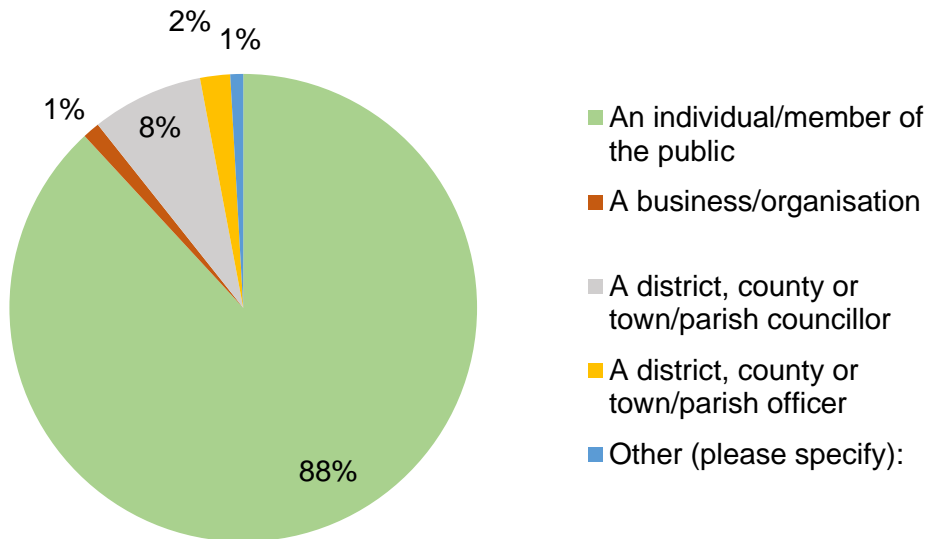
Some spelling, grammatical and punctual errors in the original comments raised were corrected in the main body of this report and in the Appendix.

KEY FINDINGS – QUANTITATIVE AND QUALITATIVE DATA

This section provides an overview of the key findings of the consultation. It includes summaries of the results of both quantitative and qualitative questions, which are here presented in the same order as they appeared on the comment form.

For a full list of redacted comments please see the Appendix.

Q1. Are you responding as:



337 out of 338 total respondents answered this question.

The three respondents who selected “Other (please specify)” then indicated that they represented:

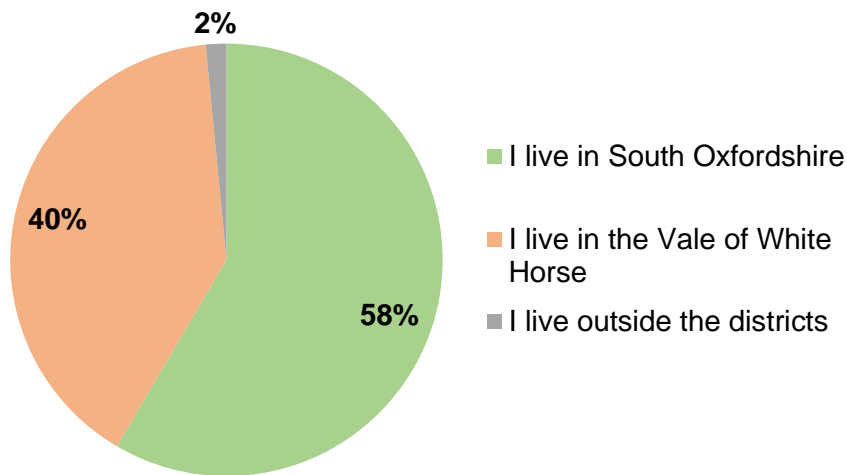
Oxfordshire County Council (x1), Oxfordshire County Council – Public Health (x1), and Key stakeholders, owners of Grade I listed heritage, AONB and Conservation property and land near to the AQM site (x1).

Q2. Please let us know the name of your business/organisation, or the council you represent.

38 respondents provided the name of their business/organisation, or the council they represent. Of them, 20 represented a parish council (53%), six represented a town council (16%), and five a district council (13%). The remaining respondents represented an agency or other public/private organisation (4, 11%), and Oxfordshire County Council (2, 5%). One comment was unclear.

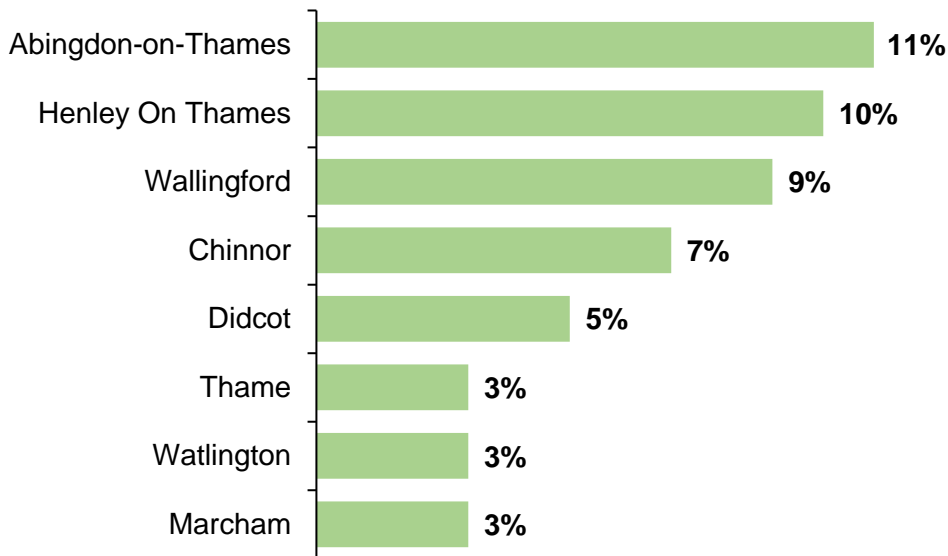
For a full list of names please see the Appendix.

Q3. Where do you live?



Respondents were not equally split between the two districts when it comes to where they live. Over half of all respondents (58%) said they live in South Oxfordshire, whilst 40% live in the Vale of White Horse. 2% of respondents reside outside the districts.

Q4. What is the name of the town/village you live in?



Out of 153 towns and villages in South Oxfordshire and the Vale of White Horse, 51% of respondents live in just eight of them: Abingdon-on-Thames (35, 11%), Henley-on-Thames (32, 10%), Wallingford (28, 9%), Chinnor (21, 7%), Didcot (16, 5%), and Thame (10), Watlington (10), and Marcham (9), all making up 3% of total respondents each.

For a full list of respondents by town and village, please see the Appendix.

Q5. Our Joint Air Quality Action Plan includes:

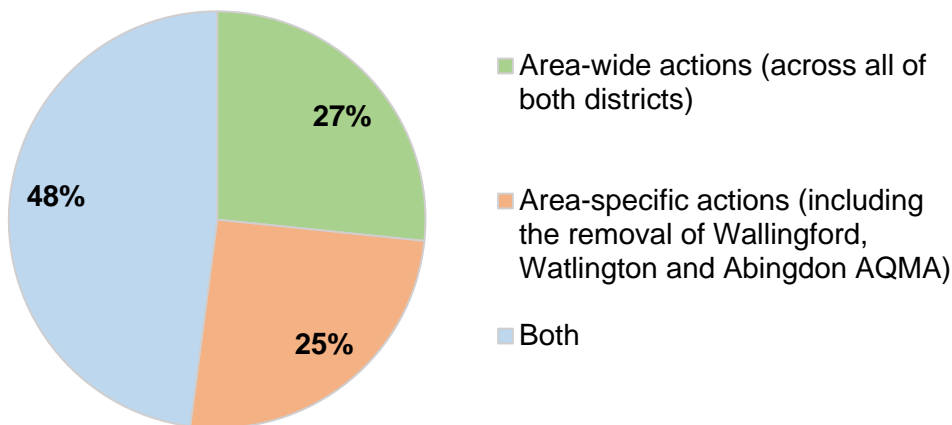
Area-wide actions - these apply to the whole of both districts, including the existing six Air Quality Management Areas (AQMAs). These AQMAs are listed below, and you can click on the links to open a map in a new webpage.

South Oxfordshire: Henley-on-Thames - Wallingford - Watlington

Vale of White Horse: Abingdon - Botley - Marcham

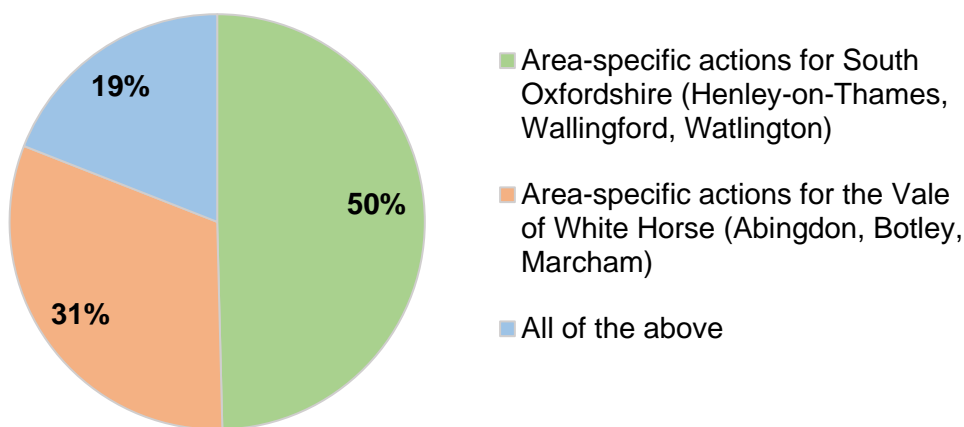
Area-specific actions - these apply to Henley-on-Thames, Marcham and Botley AQMAs, and include proposals to remove Wallingford, Watlington and Abingdon AQMAs.

You can comment on all the actions or just those relating to a certain area. Please select your preference below.



The largest proportion of respondents commented on both area-wide and area-specific actions (48%), followed by 27% who chose to comment on area-wide actions only, and 25% who only commented on area-specific actions.

Q6. You said you want to comment on area-specific actions, please let us know which districts you are interested in.

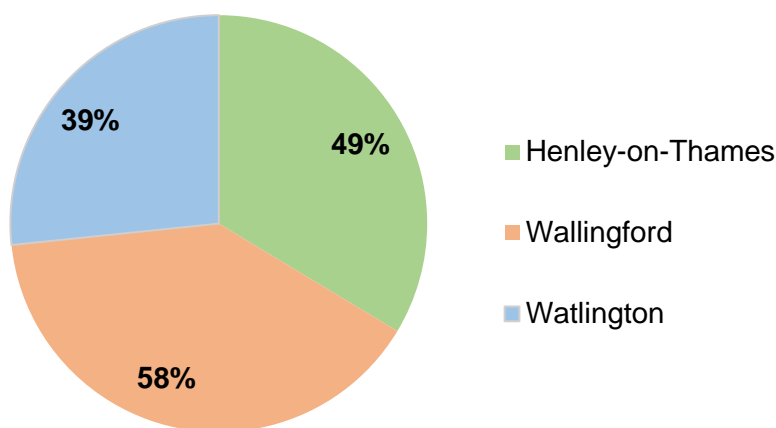


Among those who said they wanted to comment on area-specific actions, a higher proportion commented on the actions for South Oxfordshire (50%), than on the actions for the Vale of White Horse (31%). 19% of respondents said they wanted to comment on the actions for both districts.

AREA-SPECIFIC ACTIONS FOR SOUTH OXFORDSHIRE

The following section summarises quantitative and qualitative results relating to the area-specific actions for South Oxfordshire.

Q7. Please let us know which Air Quality Management Area(s) you want to comment on. Please tick all that apply.



157 respondents answered this question. Respondents could select more than one area to comment on, so the above proportions do not add up to 100%.

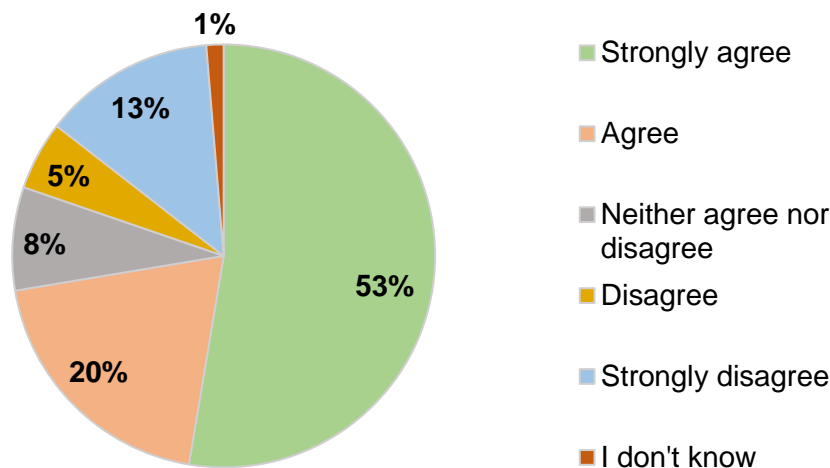
The AQMA which received the highest level of interest from respondents was Wallingford, with 58% of total preferences. This was followed by Henley-on-Thames (49% of preferences), and then by Watlington (39%).

AREA-SPECIFIC ACTIONS FOR HENLEY-ON-THAMES

Q8. Action 1: Henley-on-Thames Low Emissions Neighbourhood.

Our action plan proposes a range of measures aimed at promoting walking and cycling by improving the current walking infrastructure and the cycle network. We also aim to improve the electric vehicle charging infrastructure, promote targeted behaviour change campaigns, and provide assistance on planning journeys in a more sustainable/climate-friendly way.

Overall, how far do you agree or disagree with this action?

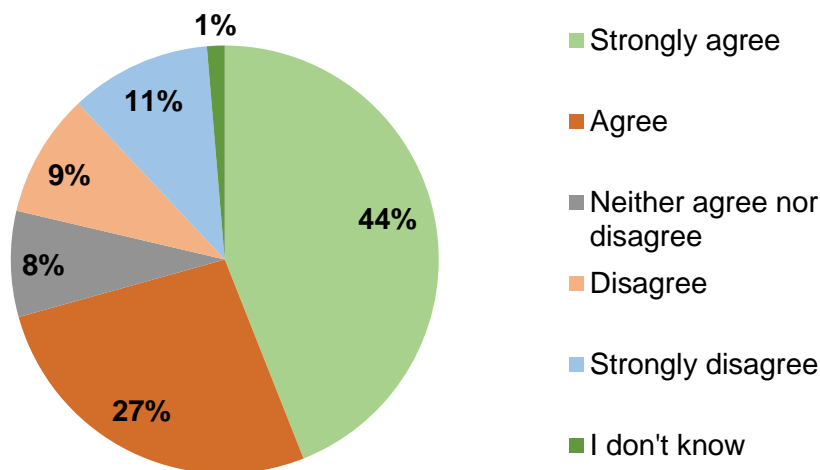


Overall, the vast majority of respondents agreed with this action (73%). This includes 53% who strongly agreed and another 20% who agreed with it. Conversely, 18% of respondents disagreed with this action, including 13% who strongly disagreed and 5% who disagreed.

Q9. Action 2: Highway improvements to relieve pressure on traffic in Henley-on-Thames.

This action aims to consider all options to reduce vehicle emissions within the Henley-on-Thames Air Quality Management Area, including redirecting traffic, junctions, road improvement schemes and traffic calming measures.

Overall, how far do you agree or disagree with this action?



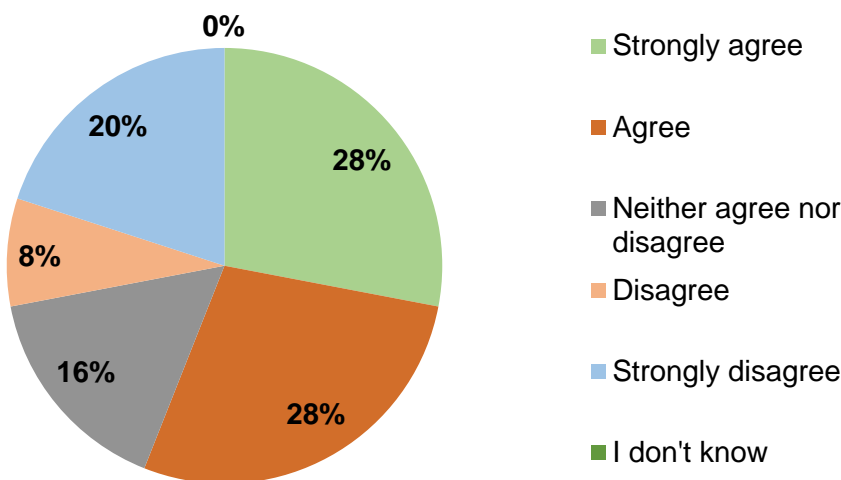
71% of respondents agreed with action 2 for Henley-on-Thames, including 44% who strongly agreed with this action and 27% who agreed. Conversely 20% of respondents said they

disagreed with this action, including 11% who strongly disagreed and 9% who disagreed with it.

Q10. Action 3: Parking review.

We aim to explore and introduce both emission-based parking incentives (such as potentially lower charges for cleaner vehicles), and a workplace parking levy (a scheme that charges employers who provide workplace parking within the AQMA). We will also assess the feasibility of rail-based 'Park and Ride' (parking outside the town and taking the train to reach the town centre), and introduce 'Park and Stride' schemes (parking a short distance from the AQMA and walking into the town centre) in Henley-on-Thames.

Overall, how far do you agree or disagree with this action?



Over half of all respondents (56%) agreed with the parking review proposed in the AQAP. This includes 28% who strongly agreed and another 28% who agreed with this action. This is the lowest level of agreement with an action which was recorded for this AQMA.

16% of respondents neither agreed nor disagreed with this proposal. This is double the proportion registered for the previous two actions for Henley-on-Thames, thus signalling that respondents are more uncertain about their opinions on this action than they are for the previous two.

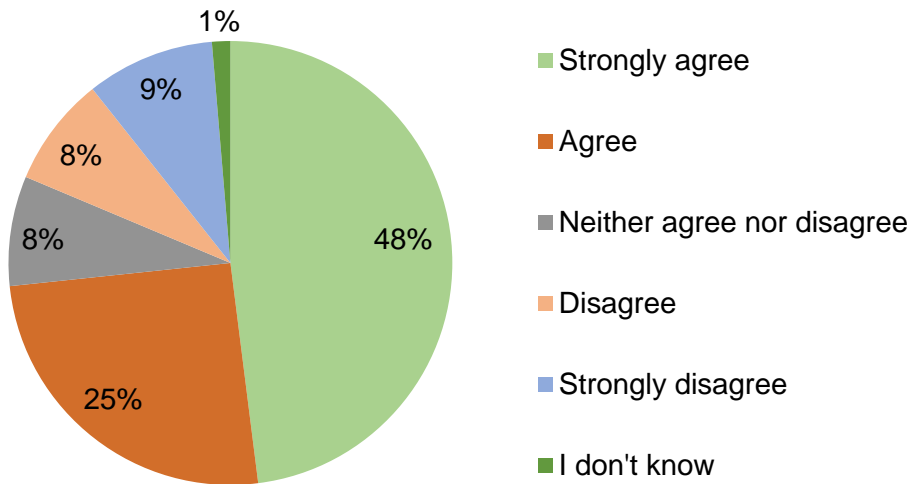
28% disagreed with action 3, including 20% who strongly disagreed and another 8% who disagreed. The proportion of those who disagreed with this proposal is the highest recorded among all proposals for Henley-on-Thames.

Q11. Action 4: Heavy Goods Vehicles (HGV) emission management plan.

This action complements area-wide action 3 (AW3): 'Review options to reduce freight vehicles emission, including weight limits and enforcement'.

We aim to expand on AW3 by reviewing the Henley Freight Partnership, Strategic Routing Strategy, and explore and deliver further weight restriction zone enforcement. Click on the link to read the Oxfordshire Freight and Logistic Strategy 2022-50.

Overall, how far do you agree or disagree with this action?



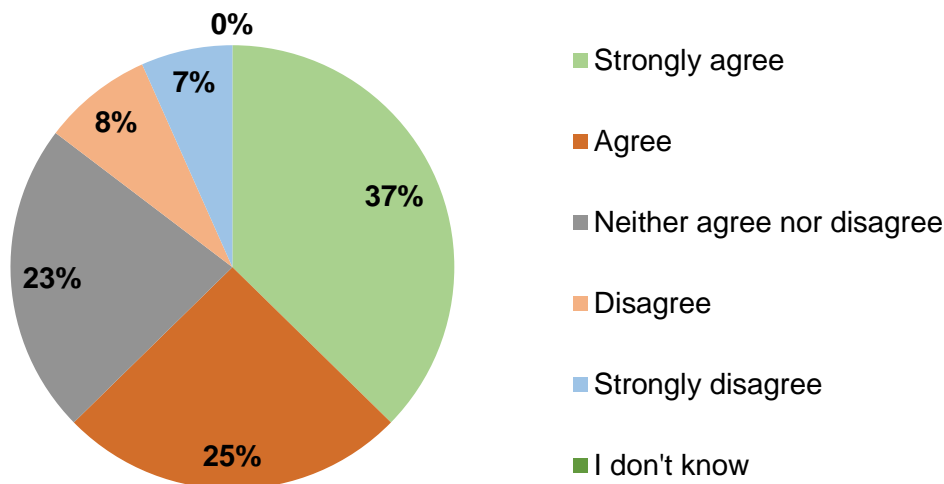
A large majority of respondents agreed with the HGV emission management plan proposed for Henley-on-Thames (73%). This includes 48% who strongly agreed and 25% who agreed with this action.

Conversely, 17% of respondents disagreed with it, including 9% who strongly disagreed and 8% who disagreed. 8% neither agree nor disagree with this action.

Q.12 Action 5: Low emissions taxi strategy

We aim to review the way we promote the uptake of low emission taxis by introducing a range of measures, for example giving low emission vehicles priority space in Henley Taxi Ranks.

Overall, how far do you agree or disagree with this action?



Overall, the majority of respondents agreed with the low emission taxi strategy proposed in the AQAP (63%). This includes 37% who strongly agreed with this action and another 25% who agreed.

23% of respondents were unsure about their opinions on this, neither agreeing nor disagreeing with the action.

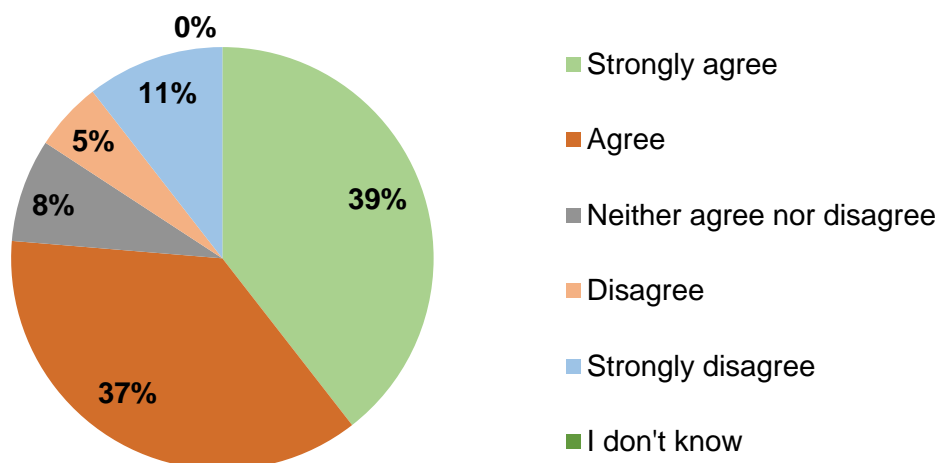
15% disagreed with this proposal, including 8% who disagreed and 7% who strongly disagreed.

Q13. Action 6: Low emissions schools and colleges.

We want to achieve this by building on the ongoing work with schools and colleges in Henley-on-Thames. We plan to develop integrated programmes, projects and campaigns linking active travel engagement to air quality monitoring projects - where the pollution levels students are exposed to during their journey to school is measured.

We also aim to review the options promoting active travel to school - such as School Streets (the closure of school roads to avoid parking at the gates), and other measures that promote parents parking away from the school gates and walking the final part of the journey.

Overall, how far do you agree or disagree with this action?



The vast majority of respondents agreed with the proposals for low emissions schools and colleges in Henley-on-Thames (76%). This is the highest level of support obtained by a proposal for this AQMA, and includes 39% who strongly agreed and 37% who agreed with it.

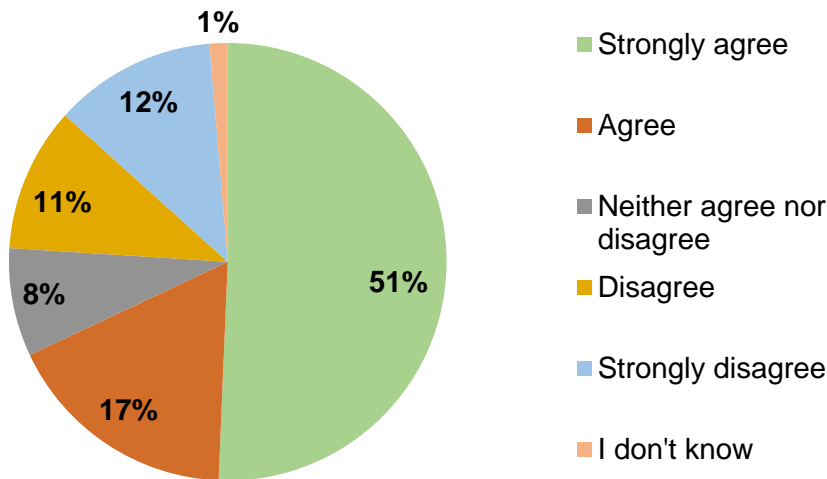
Conversely, 16% of respondents said they disagree with this proposal, including 11% who strongly disagreed and 5% who disagreed with it.

8% of respondents neither agreed nor disagreed with this action.

Q14. Action 7: Anti-idling enforcement

Idling means leaving the vehicle's engine running whilst it's parked or stationary. With this action we want to build on recent anti-idling awareness campaigns and introduce anti-idling enforcement from traffic wardens.

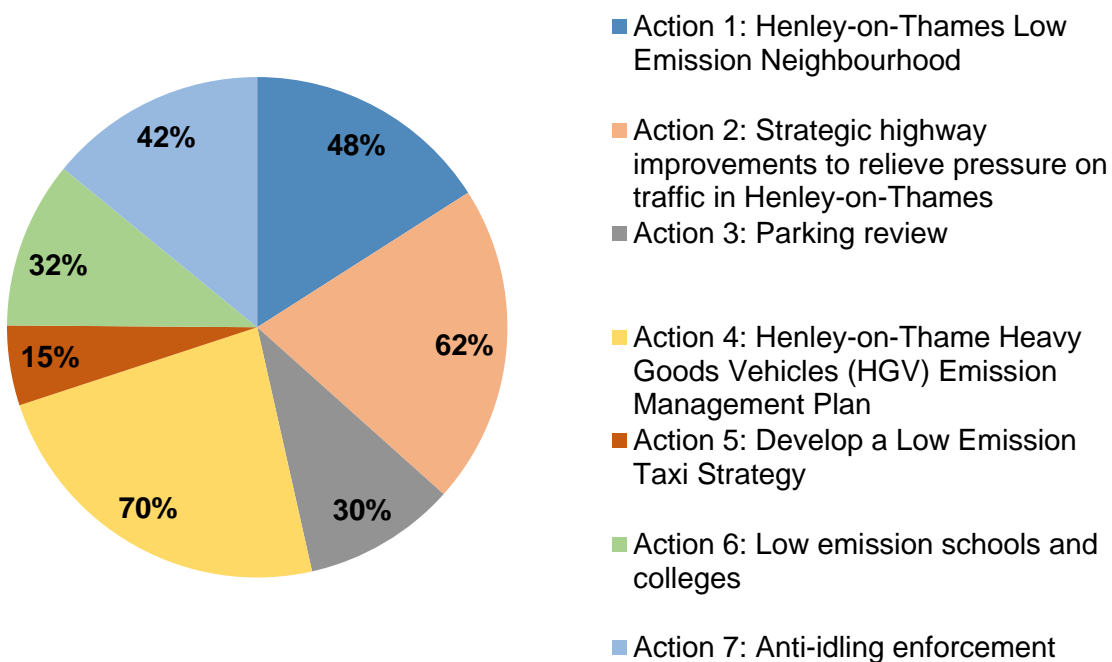
How far do you agree or disagree with this action?



A large proportion of respondents agreed with the anti-idling enforcement proposal for Henley-on-Thames (68%), including 51% who strongly agreed with it and 17% who agreed.

22% of respondents instead said they disagree with this proposal, including 12% who strongly disagreed and 11% who disagreed. 8% of respondents neither agreed nor disagreed with this action.

Q15. What are the THREE most important area-specific actions for you?



Since respondents could select up to three area-specific actions which they considered the most important to them, the above proportions do not add up to 100%.

The three proposals which respondents deemed the most important are:

- Henley-on-Thames Heavy Goods Vehicle (HGV) Emission Management Plan, which received 70% of total preferences.
- Strategic highway improvements to relieve pressure on traffic in Henley-on-Thames (62%).
- Henley-on-Thames Low Emission Neighbourhood (48%).

Q16. If you would like to make any comments on any of the area-specific actions for Henley-on-Thames, please use the box below.

We received 35 comments on the proposals for this AQMA.

Respondents who commented on the action plan for Henley-on-Thames were split between those who agreed with some of the actions, and those who disagreed or would like to see some other proposals being considered.

In fact, whilst 23% of comments expressed support for some of the actions for the town, particularly the proposal to introduce restrictions on HGVs, another 19% disagreed with some or all of the proposals for this AQMA. More specifically, most comments in this group voiced disagreement with the proposal to introduce a business/workplace parking levy, which some respondents say will be detrimental for employment opportunities in the town. Two comments voiced disagreement with the proposal to enforce anti-idling.

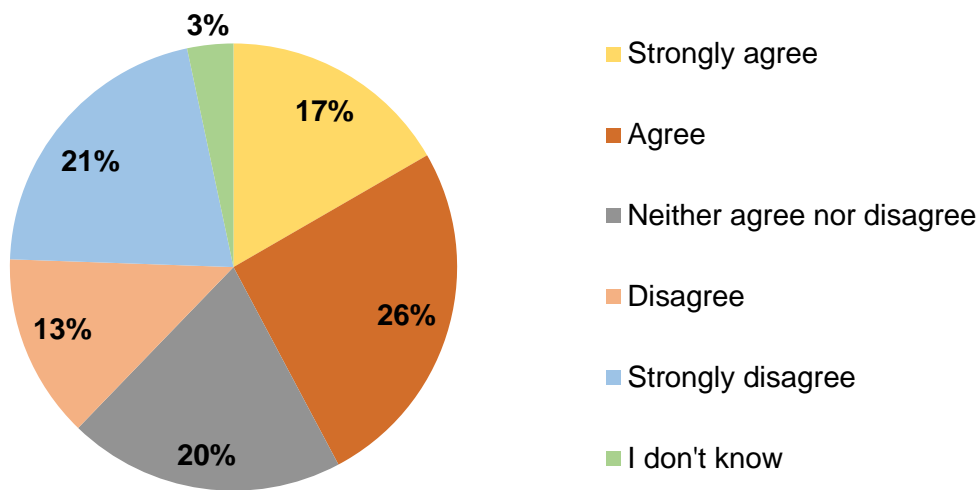
14% of comments suggested other ideas to reduce air pollution. Among these, respondents would like to see measures which will increase the 'greening' of the town, and enforcement or reduction of the current speed limits. Another 14% of comments called for the council to help reduce car dependency, for example by improving public transport and expanding cycle lanes/routes.

9% would like the traffic flow to be improved in the market town, as idling cars at traffic lights and through traffic of both cars and HGVs is considered a major cause of air pollution. 8% would like the transport infrastructure to be improved, including walking and cycling routes, and another 8% made other comments.

Finally 5% of comments expressed the opinion that non-polluting cars (e.g. electric vehicles) are not affordable to all residents.

AREA-SPECIFIC ACTIONS FOR WALLINGFORD

Q17. How far do you agree or disagree with the proposal to remove the Wallingford AQMA?



Less than half of all respondents agreed with the proposal to remove the Wallingford AQMA (43%), including 26% who agreed with this and 17% who strongly agreed. 34% of them instead disagreed with the proposal, including 21% who strongly disagreed and 13% who disagreed with it.

A considerable proportion of respondents did not have a clear opinion on this proposal. More specifically, 20% neither agreed nor disagreed with it, and another 3% said they didn't know how far they agreed or disagreed.

Q18. If you would like to make any comments on the proposal to remove the Wallingford AQMA, please use the box below.

We received 35 comments on the proposal to remove the Wallingford AQMA.

Of them, the largest group expressed disagreement with the proposal from SODC, arguing that traffic in the market town is still heavy and the target adopted, which the proposal is based on, is not appropriate (44%).

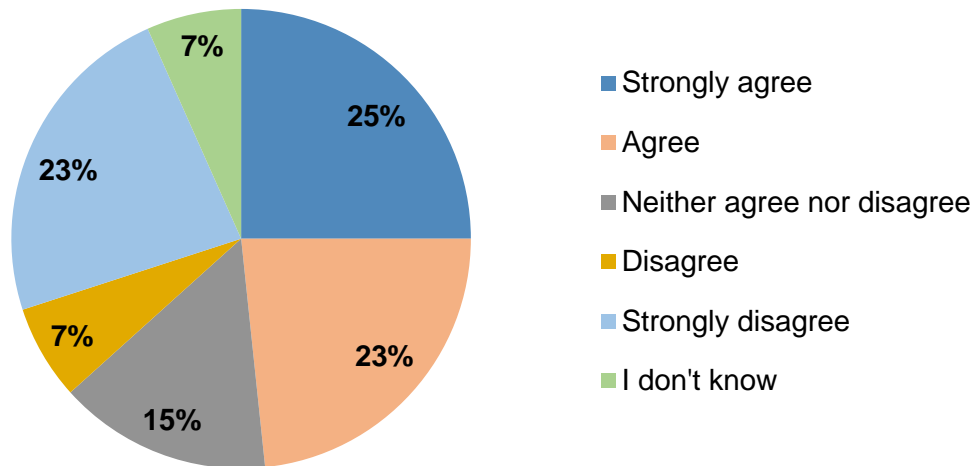
An additional 25% of comments asked for air quality monitoring to continue, although respondents in this group didn't necessarily oppose the proposal to remove the AQMA.

13% of comments asked for an improvement of the transport infrastructure to help reduce traffic, and 10% made alternative proposals to alleviate traffic and reduce air pollution.

4% of comments expressed agreement with the proposal.

AREA-SPECIFIC ACTIONS FOR WATLINGTON

Q19. How far do you agree or disagree with the proposal to remove the Watlington AQMA in the next two years if pollution levels continue to stay below the national limits?



Just under half of respondents agreed with the proposal to remove the Watlington AQMA if pollution levels stay below the national limits over the next two years (48%). This result includes 25% who strongly agreed and 23% who agreed with it.

Conversely, 30% of respondents disagreed with the proposal, including 23% who strongly disagreed and 7% who disagreed with it.

As for the proposal for Wallingford, just over a fifth of total respondents were unsure about their opinion on this proposal, with 15% saying they neither agree nor disagree, and another 7% saying that they don't know whether they agree or not with it.

Q20. If you would like to make any comments on the proposal to remove the Watlington AQMA, please use the box below.

We received 21 comments on this proposal.

Of these, 41% expressed support for the proposal to remove the AQMA in Watlington, whilst 27% disagreed with it.

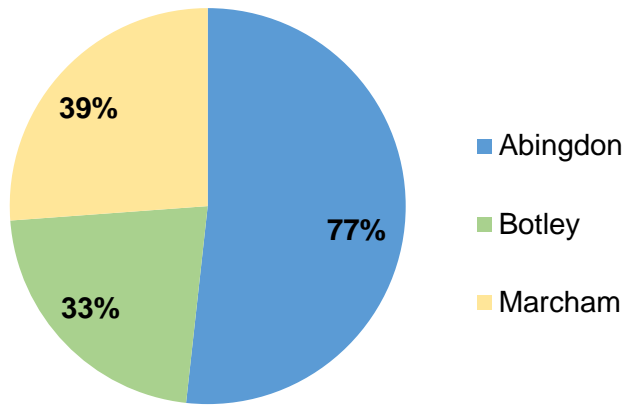
14% of comments asked for air quality to continue being monitored.

18% made other or unrelated comments.

AREA-SPECIFIC ACTIONS FOR THE VALE OF WHITE HORSE

The following section summarises quantitative and qualitative results relating to the area-specific actions for the Vale of White Horse.

Q21. Please let us know which Air Quality Management Area(s) you would like to comment on. Please tick all that apply.

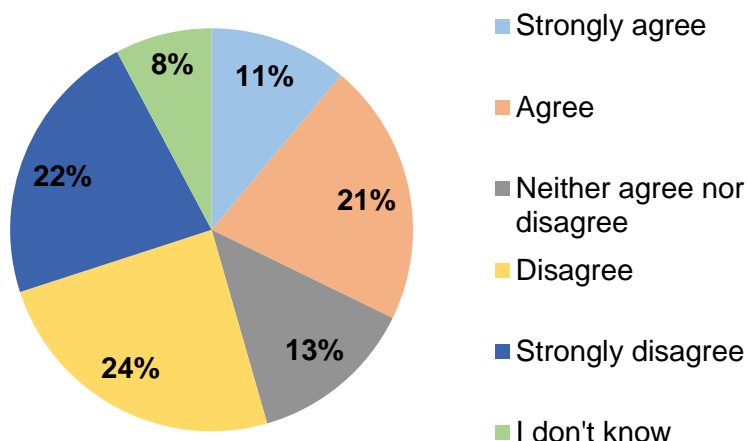


Since respondents could select more than one option, the above proportions do not add up to 100%.

Abingdon received the highest number of preferences from respondents who commented on the actions for the Vale of White Horse (77%), followed by Marcham (39%) and Botley (33%).

AREA-SPECIFIC ACTIONS FOR ABINGDON

Q22. How far do you agree or disagree with the proposal to remove the Abingdon AQMA in the next two years if pollution levels continue to stay below national limits?



Just under half of respondents disagreed with the proposal to remove the Abingdon AQMA if pollution levels continue to stay below the national limits for the next two years (47%). This includes 24% who disagreed with this proposal and 22% who strongly disagreed with it.

Conversely, 32% of respondents agreed with the proposal for Abingdon, including 21% who agreed and 11% who strongly agreed with it.

21% were unsure about their opinions on this proposal, with 13% saying they neither agree nor disagree with it, and 8% saying they don't know.

Q23. If you would like to make any comments on the proposal to remove the Abingdon AQMA, please use the box below.

We received 21 comments on the proposal to remove the Abingdon AQMA.

Of these, the vast majority voiced disagreement with the proposal (68%), and 16% asked for air quality to continue being monitored.

10% of comments expressed surprise at the fact that there has been an improvement in air quality in Abingdon, considering that the traffic is, according to respondents in this group, still heavy.

AREA-SPECIFIC ACTIONS FOR BOTLEY

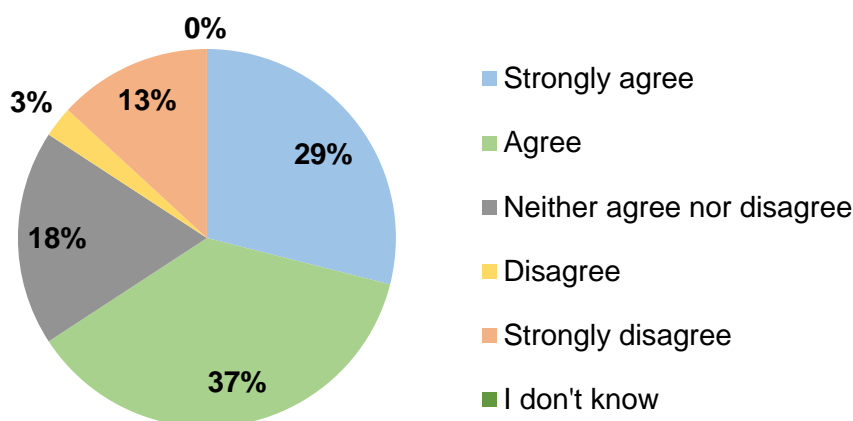
Q24. Action 1: Feasibility study to improve air quality on the A34.

We aim to produce a study that will focus on actions to reduce traffic and people's exposure to air pollution.

In terms of traffic reduction, this study will consider options like traffic and behaviour surveys to understand why members of the public drive or walk through the AQMA, what type of vehicles they use and whether alternative routes can be promoted. It will also consider introducing road user charges for freight or heavy vehicles that travel through the AQMA.

In terms of exposure reduction, the study will explore a variety of measures, such as footpath relocation where pollution levels are found to be above national pollution objectives. Click on the link to open a table outlining all area-specific actions for Botley.

Overall, how far do you agree or disagree with this action?



Two-thirds of respondents agreed with the proposal to produce a feasibility study to improve air quality on the A34 (66%), including 29% who strongly agreed with it, and 37% who said they agree.

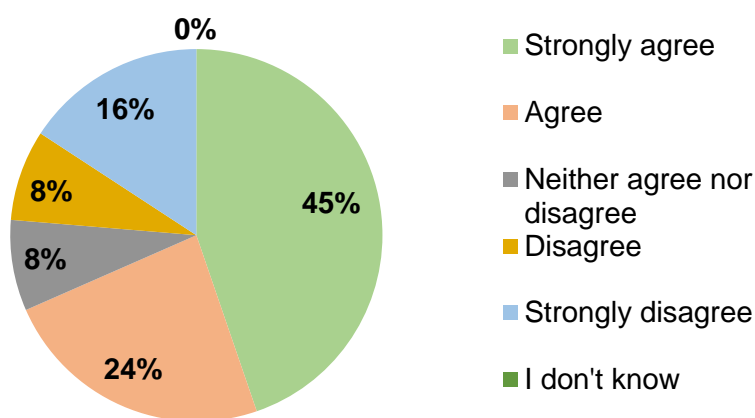
Conversely, 16% disagreed with this action, including 13% who strongly disagreed and 3% who disagreed.

18% of respondents said they neither agree nor disagree with this action for Botley.

Q25. Action 2: Feasibility study to reduce traffic emissions within Botley.

We aim to produce a study that will assess options to reduce traffic emissions, building on the Local Transport Connectivity Plan and Central Oxfordshire Travel Plan. This study will focus on potential actions to reduce traffic travelling to and from Oxford city centre.

Overall, how far do you agree or disagree with this action?



69% of respondents agreed with action 2 for Botley, which proposes the production of a study to assess options to reduce traffic emissions. This result includes 45% who strongly agreed with this action, and 24% who agreed with it.

Conversely, 24% of respondents disagreed with this action, including 16% who strongly disagreed and 8% who disagreed with it.

8% of respondents were unsure and neither agreed nor disagreed with this action.

Q26. If you would like to make any comments on the area-specific actions for Botley, please the box below.

15 comments were received on the area-specific actions for Botley.

Of them, 41% expressed the need to improve traffic flow, volume and emissions in Botley. Respondents in this group also asked for a reduction of the speed limit to be considered, especially for the ring road/Botley interchange.

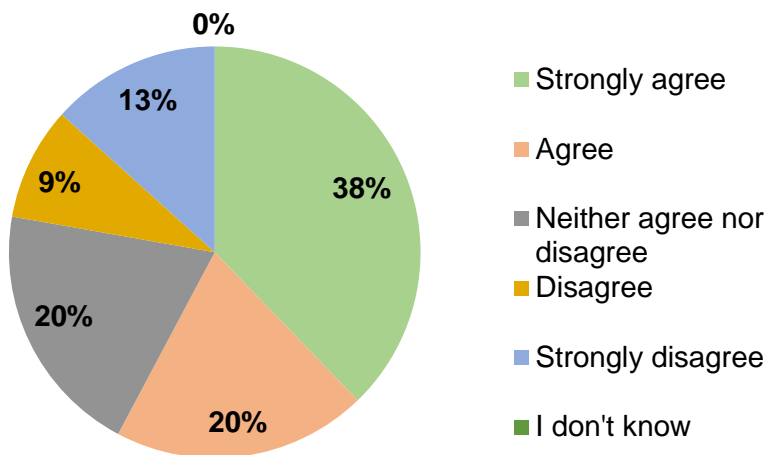
18% of respondents said they are concerned about air quality. 12% asked for restrictions to be introduced on cars, and another 12% said that more information is needed to assess the action plan.

AREA-SPECIFIC ACTIONS FOR MARCHAM

Q27. Action 1: Strategic highway improvements to relieve pressure on through traffic in Marcham (including a potential bypass).

This will include a review of all options to reduce vehicle emissions within Marcham AQMA, including redirecting traffic (i.e. a potential route for a bypass), a junction at Frilford, road improvement schemes and traffic calming measures. Click on the link to open a table outlining all area-specific actions for Marcham.

Overall, how far do you agree or disagree with this action?



The majority of respondents agreed with the proposed highway improvements to relieve pressure on through traffic in Marcham (58%). This includes 38% who strongly agreed with this action, and 20% who agreed with it.

Conversely, 22% disagreed with this proposal, including 13% who strongly disagreed and 9% who disagreed with it.

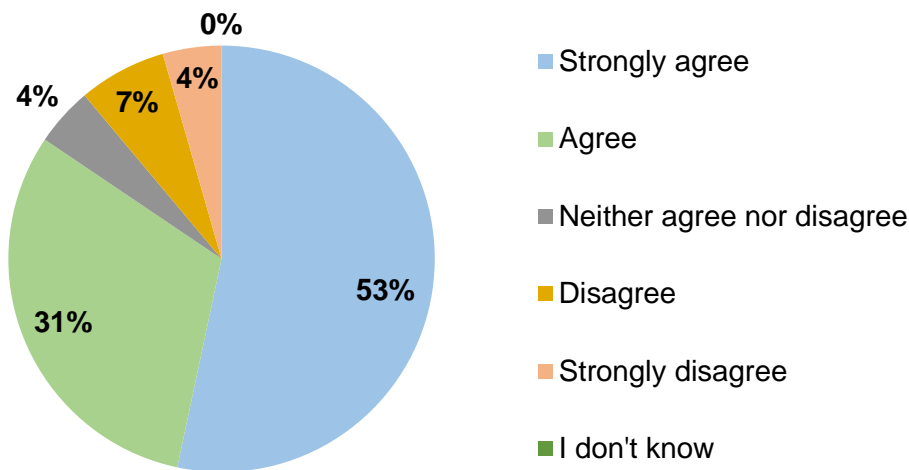
20% of respondents were unsure about their opinions on this, saying that they neither agree nor disagree with this action.

Q28. Action 2: Marcham Heavy Goods Vehicles (HGVs) emission management plan.

This action complements area-wide action 3 (AW3): 'Review options to reduce freight emission, including weight limits and enforcement'. With it, we aim to explore options like a Freight Routing Strategy which will review the location of distribution centres, existing delivery patterns, fleet vehicle makeup and volume, and determine the optimal routes to reduce traffic and emissions.

We will also consider increasing enforcement of weight restrictions orders to discourage HGVs and larger vehicles from unnecessarily driving through the AQMA. These restrictions make it an offence to drive a vehicle through the restricted area if the vehicle exceeds the weight limit imposed (unless they are delivering or collecting within the weight restriction).

Overall, how far do you agree or disagree with this action?



The vast majority of respondents agreed with action 2, 'Marcham Heavy Goods Vehicles (HGVs) emission management plan' (84%). More specifically, 53% strongly agreed with this action and 31% agreed with it.

Conversely, 11% disagreed with this proposal, including 7% who disagreed and 4% who strongly disagreed with it.

4% of respondents could not say whether they agree or disagree with action 2 for Marcham.

Q29. If you would like to make any comments on the area-specific actions for Marcham, please use the box below.

We received 22 comments on the area-specific actions for Marcham.

Of these, 32% expressed the need to improve the transport infrastructure, including building a bypass, and public transport.

28% of comments asked for the introduction of restrictions on HGVs and a 20mph speed limit.

12% of respondents said they are against the bypass and the 20mph speed limit.

8% of comments indicated that housing development will negatively affect traffic, and another 8% noticed errors in the AQAP relating to Marcham and asked for more information to be provided in order for it to be fully assessed.

AREA-WIDE ACTIONS FOR SOUTH OXFORDSHIRE AND THE VALE OF WHITE HORSE

This section summarises both quantitative and qualitative results relating to the area-wide actions for both districts.

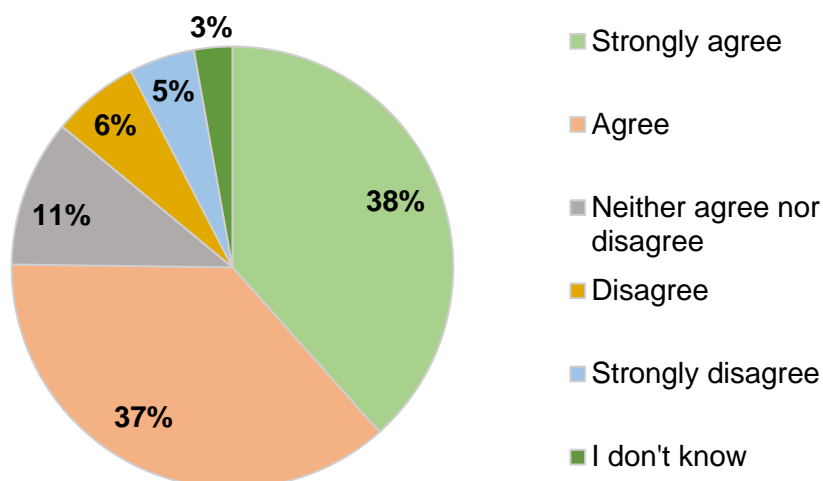
Q30. AW Action 1: Promotion of public transport uptake.

We want to achieve this by exploring a variety of options, such as:

- bus priority infrastructure (for example bus lanes or further bus stops)
- provision of real time information, such as screens showing arrival times
- a ticketing reform which could introduce reduced fares for certain age groups
- increasing the number of bus services
- further work on tools to help members of the public plan sustainable journeys (i.e. online resources such as journey planners, walking maps)

Click on the [link](#) to open a table outlining all area-wide actions for South and Vale.

Overall, how far do you agree or disagree with this action?



Overall, the vast majority of respondents agreed with action 1, 'Promotion of public transport uptake' (75%). This figure includes 38% who strongly agreed and 37% who agreed with it.

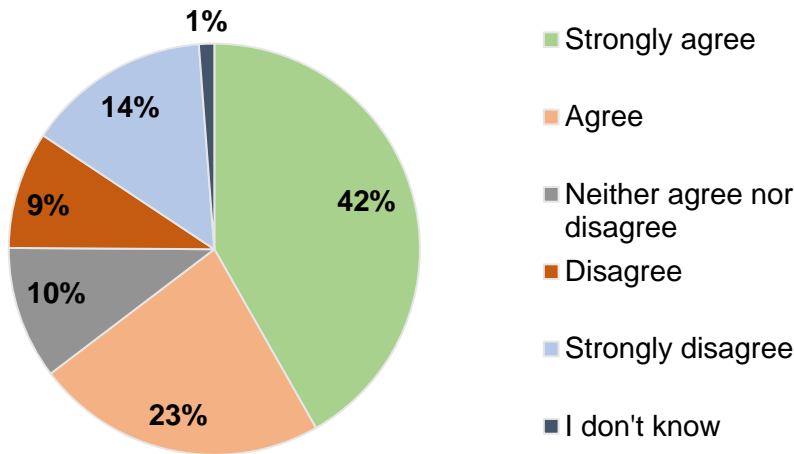
Conversely, 11% of respondents disagreed with this action, including 6% who disagreed and 5% who strongly disagreed with it, and another 11% neither agreed nor disagreed.

Q31. AW Action 2: Promotion of cycling.

We want to develop and deliver strategic active travel networks improvements across the districts. By this we mean measures that will promote cycling (such as 20mph zones) and active travel to school (e.g. education campaigns and competitions for

students), among others. Furthermore, we will support initiatives which aim to reduce barriers to cycling in more deprived areas.

Overall, how far do you agree or disagree with this measure?



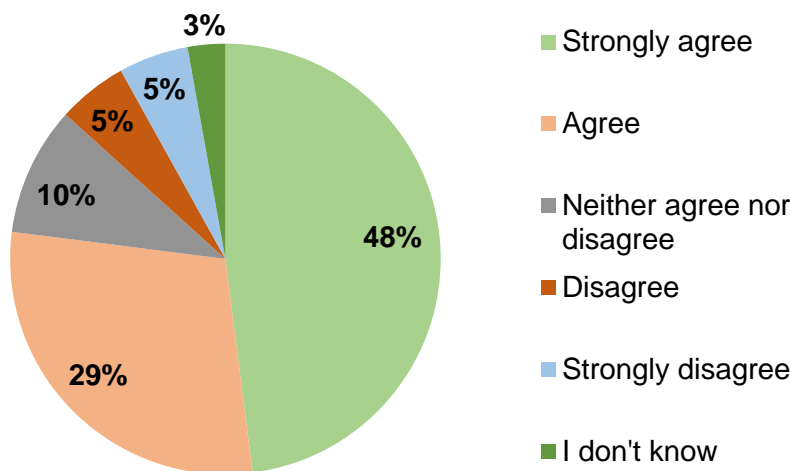
65% of respondents agreed with action 2, 'Promotion of cycling'. This includes 42% who strongly agreed and 23% who agreed with it. Conversely, just under a quarter of respondents disagreed with this proposal (24%), including 14% who strongly disagreed and 9% who disagreed.

10% could neither agree nor disagree with this action.

Q32. AW Action 3: Review options to reduce freight emission, including weight limits and enforcement.

We want to review the existing Weight Restriction Zones, with particular focus on potential options to reduce emissions in the AQMAs of Marcham, Watlington and Henley-on-Thames. Click on the link to learn more about Weight Restriction Zones and their enforcement.

Overall, how far do you agree or disagree with this action?



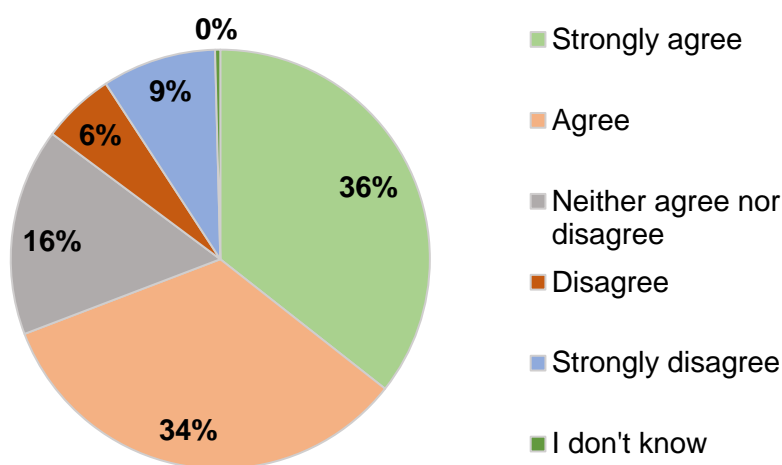
The vast majority of respondents agreed with action 3, 'Review options to reduce freight emission, including weight limits and enforcement' (77%). This figure included 48% who strongly agreed and 29% who agreed with it.

10% of respondents disagreed with this proposal for the districts, including 5% who strongly disagreed and another 5% who disagreed with it. An additional 10% of respondents could neither agree nor disagree with this measure.

Q33. AW Action 4: Upgrading council owned vehicle fleet.

The Councils aim to have a zero-emissions vehicle fleet by 2025. This action will also include further staff training on sustainable travel, and collaboration with Biffa to review and potentially upgrade the Councils' refuse fleet.

Overall, how far do you agree or disagree with this action?



Over two-thirds of respondents agreed with action 4, 'Upgrading council owned vehicle fleet' (69%), including 36% who strongly agreed and 34% who agreed with it.

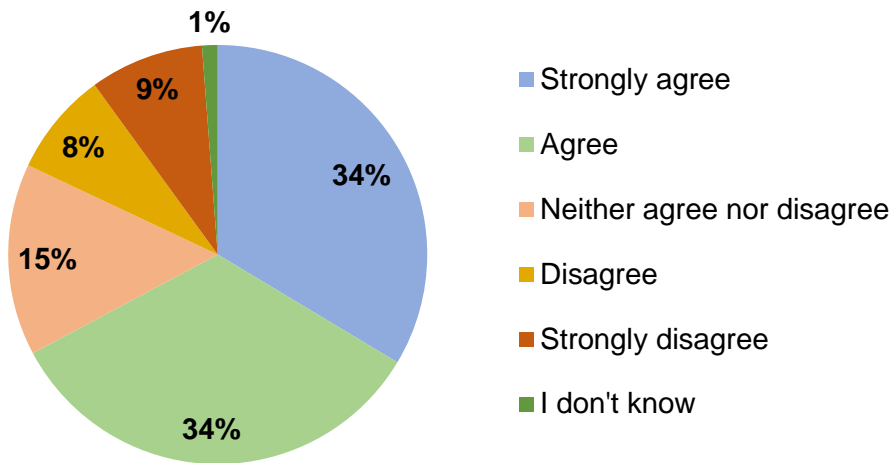
14% of respondents disagreed with this action, with 9% strongly disagreeing and 6% disagreeing with it. 16% of them could neither agree nor disagree with it.

Q34. AW Action 5: Low Emission & Air Quality Policy and Guidance.

Both Councils have already published planning guidance, which you can read on our websites: South / Vale. We aim to expand on this by producing a Joint Air Quality & Emissions Strategy, which will explore improvements in terms of additional electric vehicles charging infrastructure, and a procurement guidance.

We will also explore a wider area strategy to tackle particulate matter emissions. Particulate matter is everything in the air that is not a gas and is made up of a variety of chemical compounds and materials, some of which can be toxic. As this pollutant can also originate from wood burning, among other sources, the strategy will also address emissions caused by the burning of solid fuel. You can read more about particulate matter here.

Overall, how far do you agree or disagree with this action?



Just over two-thirds of respondents agreed with action 5, 'Low emission & Air Quality Policy Guidance' (68%), including 34% who strongly agreed and another 34% who agreed with it.

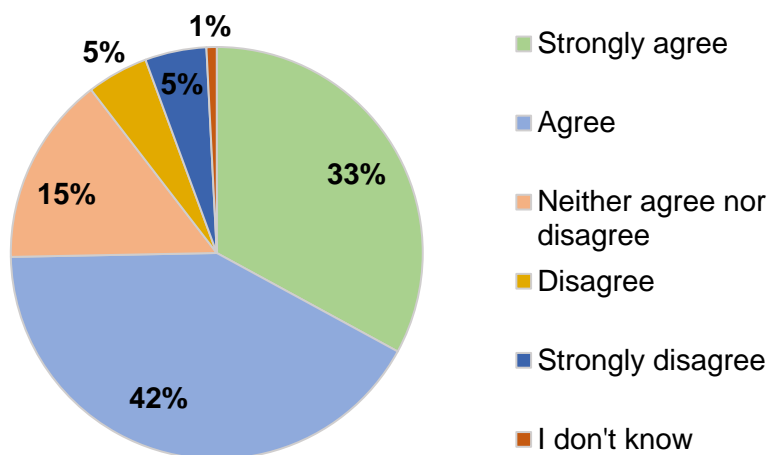
Conversely 17% of them disagreed with this proposal, with 9% strongly disagreeing and 8% disagreeing with it.

15% of respondents could neither agree nor disagree with this action.

Q35. AW Action 6: Public information linked to air quality monitoring results.

The Oxfordshire website currently provides air quality monitoring and health information. We aim to use this website to develop targeted communication campaigns.

How far do you agree or disagree with this action?



The vast majority of respondents agreed with action 6, 'Public information linked to air quality monitoring results' (75%), including 33% who strongly agreed and 42% who agreed with it.

Conversely, 10% of respondents disagreed with this action, with 5% strongly disagreeing and another 5% disagreeing with it.

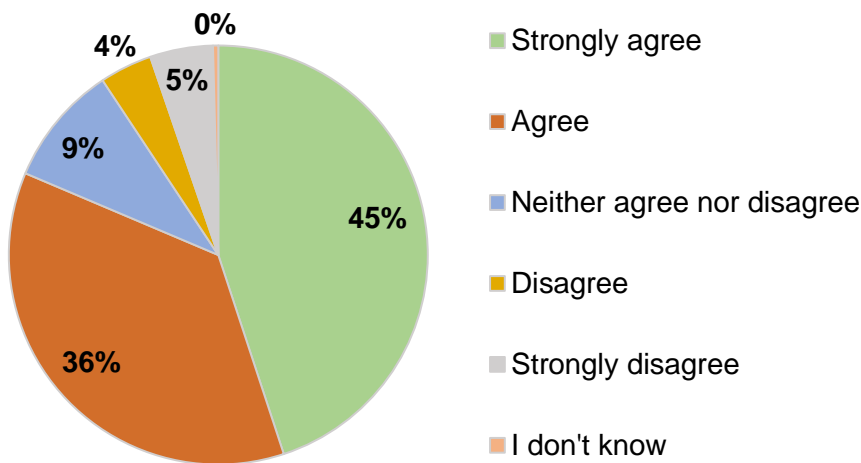
15% did neither agree nor disagree with this action.

Q36. AW Action 7: Feasibility study on use of green infrastructure.

Green infrastructure is generally defined as “a network of multi-functional green space and other green features, urban and rural, which can deliver quality of life and environmental benefits for communities”.

With this action we aim to produce a feasibility study that will review potential pollution mitigation from green infrastructure, this will be focussed on all AQMAs. An example of green infrastructure mitigation that could be applied within our AQMAs is the selection of vegetation species that absorb certain types of pollution.

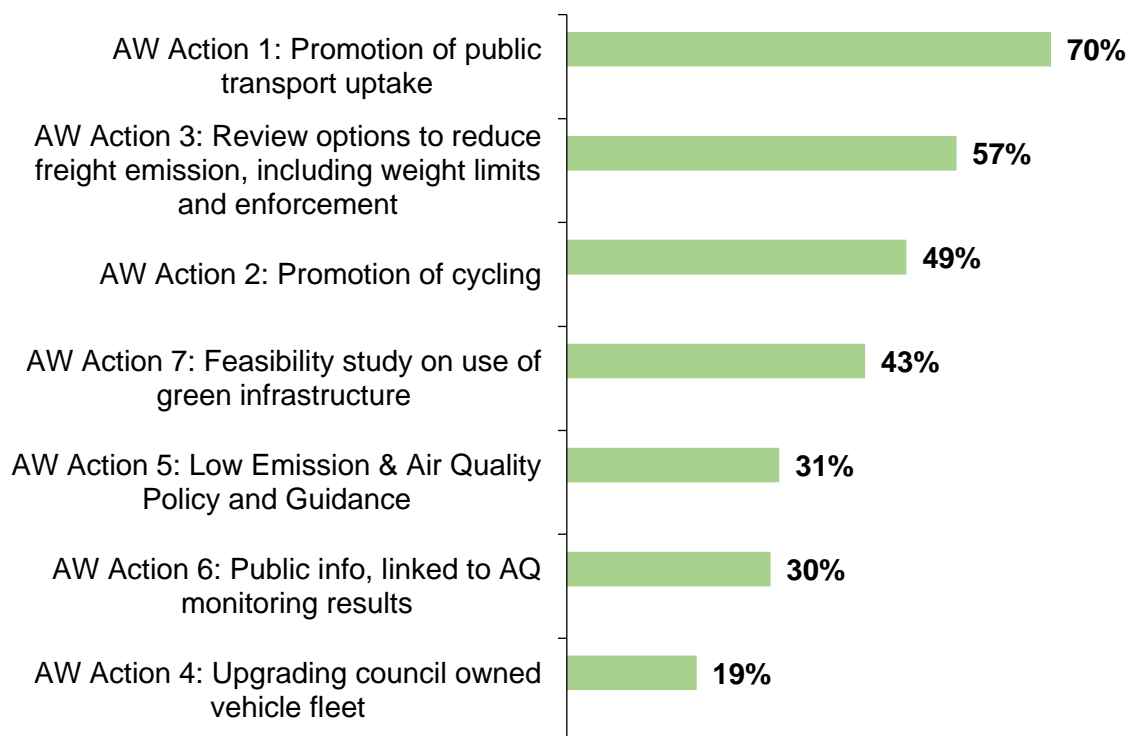
Overall, how far do you agree or disagree with this measure?



The vast majority of respondents agreed with action 7, ‘Feasibility study on the use of green infrastructure’ (81%). More specifically, 45% strongly agreed and 36% agreed with it. Conversely, 9% of them disagreed with this action, including 5% who strongly disagreed and 4% who disagreed with it.

9% of respondents neither agreed nor disagreed with this proposal.

Q37. What are the THREE most important area-wide actions to you?



Since respondents could select up to three options when answering this question, the above figures do not add up to 100%.

The three area-wide actions that received the highest number of preferences are:

- Action 1, 'Promotion of public transport uptake' (70%).
- Action 3, 'Review options to reduce freight emission, including weight limits and enforcement' (57%).
- Action 2, 'Promotion of cycling' (49%).

Q38. If you have any comments you would like to make on any of the area-wide actions, please use the box below.

We received 106 comments on the area-wide actions for South Oxfordshire and the Vale of White Horse.

Of these, the largest group expressed the need for further work to be done to improve the transport infrastructure and traffic management in the districts (40%). An additional 25% of comments indicated that public transport needs improvement.

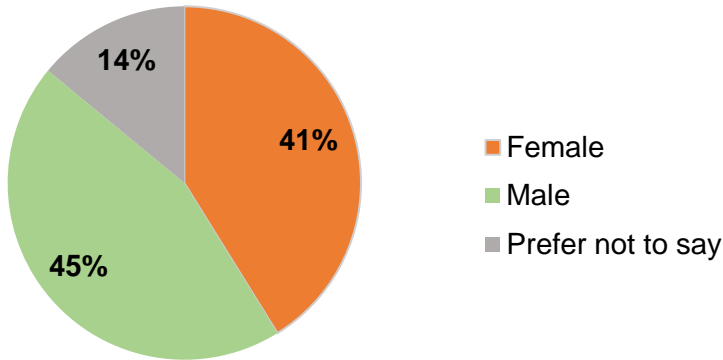
8% of comments expressed disagreement with the draft AQAP and another 5% voiced concerns about wood burning and bonfire policies.

Finally 9% made other or unrelated comments.

DEMOGRAPHIC DATA¹

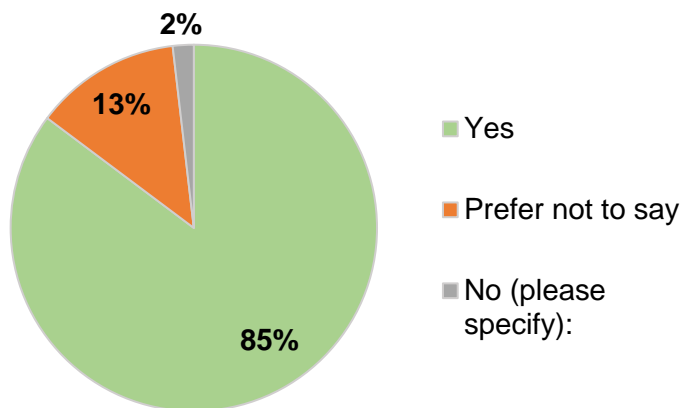
Below is the demographic data collected in the engagement. Not all respondents answered so percentages given represent responses to each question. Comments in italics in brackets are provided for clarification.

Q40. What is your sex?



Respondents were almost equally split between females (41%) and males (45%), although males made up a slightly bigger proportion of the total. This is different from what is recorded in the actual population of the districts, where female residents make up 51% of the total and male residents 49%. However, with 14% of respondents preferring not to answer this question, their actual distribution between genders is difficult to assess.

Q41. Is the gender you identify with the same as your sex registered at birth?

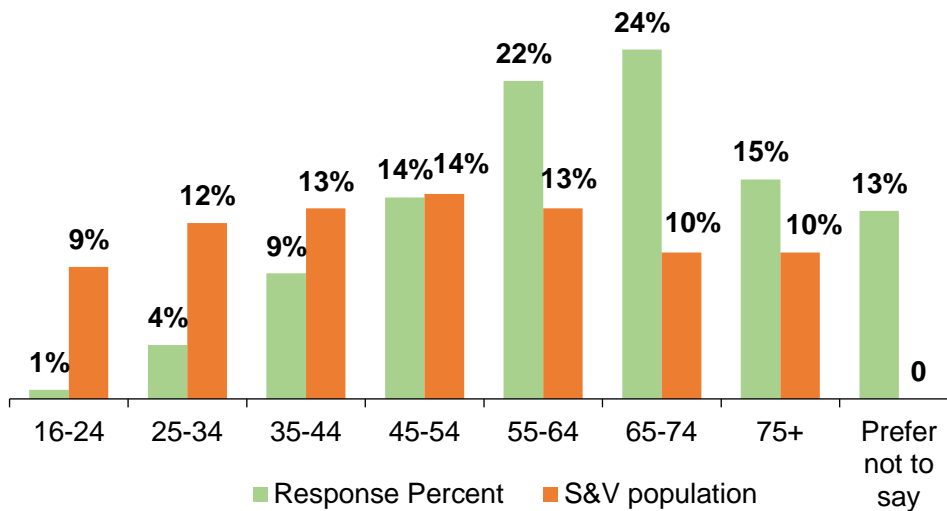


The vast majority of respondents said that the gender they identify with is the same as their sex registered at birth (85%), whilst for 2% of respondents this isn't the case and another 13% preferred not to answer the question.

¹ Data for the actual population is taken from the 2021 Census and is available [here](#).

I don't think we need to add the comments.

Q42. How old are you?



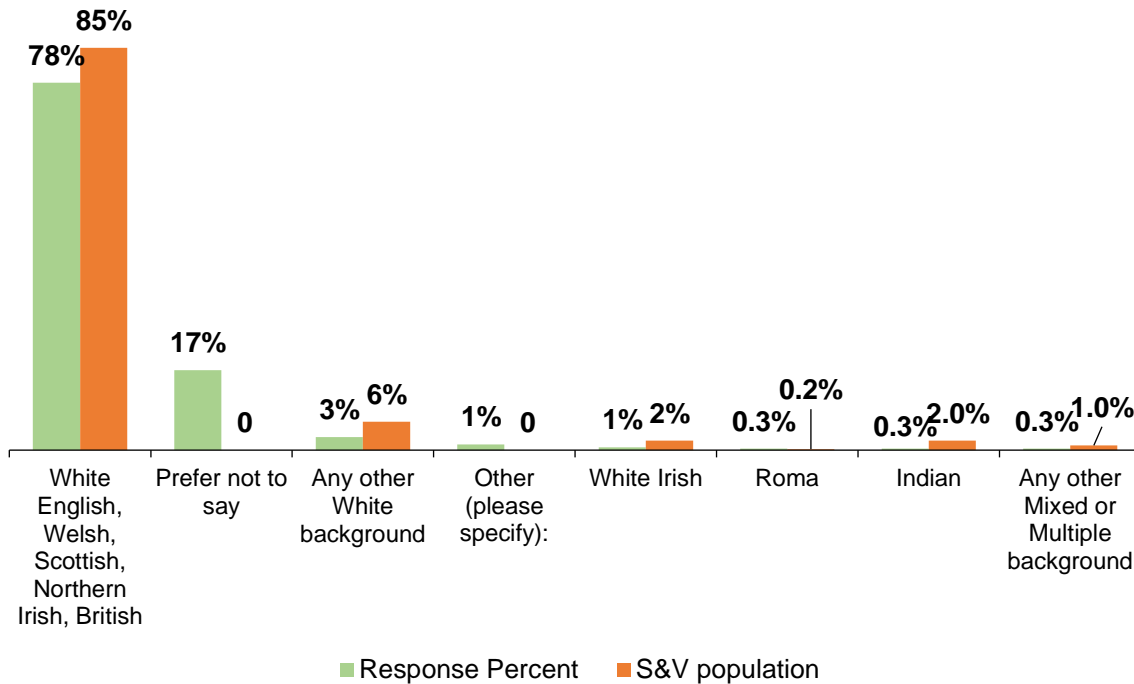
The breakdown of respondents by age cohort shows that the three largest age-groups were 65-74-year-olds (24%), 55-64-year-olds (22%), and 75+ (15%). Together, they made up 61% of total respondents.

However, as the above chart shows, these three age-groups make up 33% of the actual South and Vale population. This means that residents in these age-groups responded in very high proportions relative to the real population and to other age-groups.

Conversely, respondents in the younger age-groups (16-24, 25-34 and 35-44-year-olds) made up only 13% of total respondents, which is a low figure when compared to their proportion of the actual population, which is 34% of total residents.

45-54-year-olds were very well represented in this survey, with 14% of respondents in this age-group, which also makes up 14% of the actual population.

Q43. What is your ethnic group?



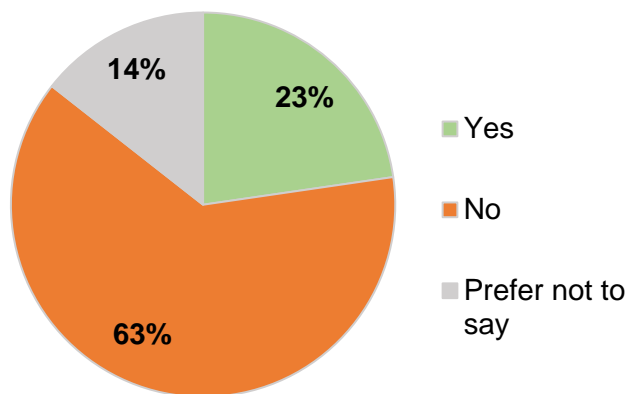
The vast majority of respondents were White British, followed by 3% who were from any other White background. Another 1% were White Irish.

Although White ethnic groups made up the largest proportion of respondents, they were slightly underrepresented in this survey relative to the actual population of the districts. This is the case for minority ethnic groups too, which were underrepresented relative to the real population, except for Roma.

However, with 17% of respondents preferring not to answer this question, a realistic assessment of the distribution of respondents by ethnic groups is not possible.

Groups which made up 0% of total respondents are not shown in the above chart.

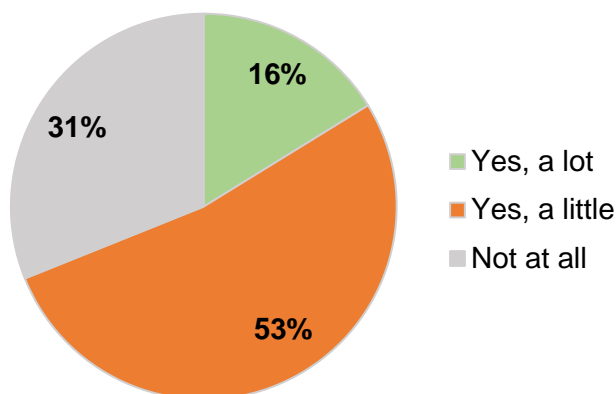
Q44. Do you have any physical or mental health conditions or illness lasting or expecting to last 12 months or more?



Just under two-thirds of respondents said they don't have any physical or mental health conditions or illness lasting or expecting to last 12 months or more (63%). Conversely, 23% of respondents said they do have a physical or mental health conditions or illness.

These proportions are quite different from population data, where 86% said they don't have a disability and 14% said they do. However, as for age-group and ethnicity, it's important to consider that a proportion of respondents preferred not to answer this question (14%), so an actual comparison with the real population is not possible.

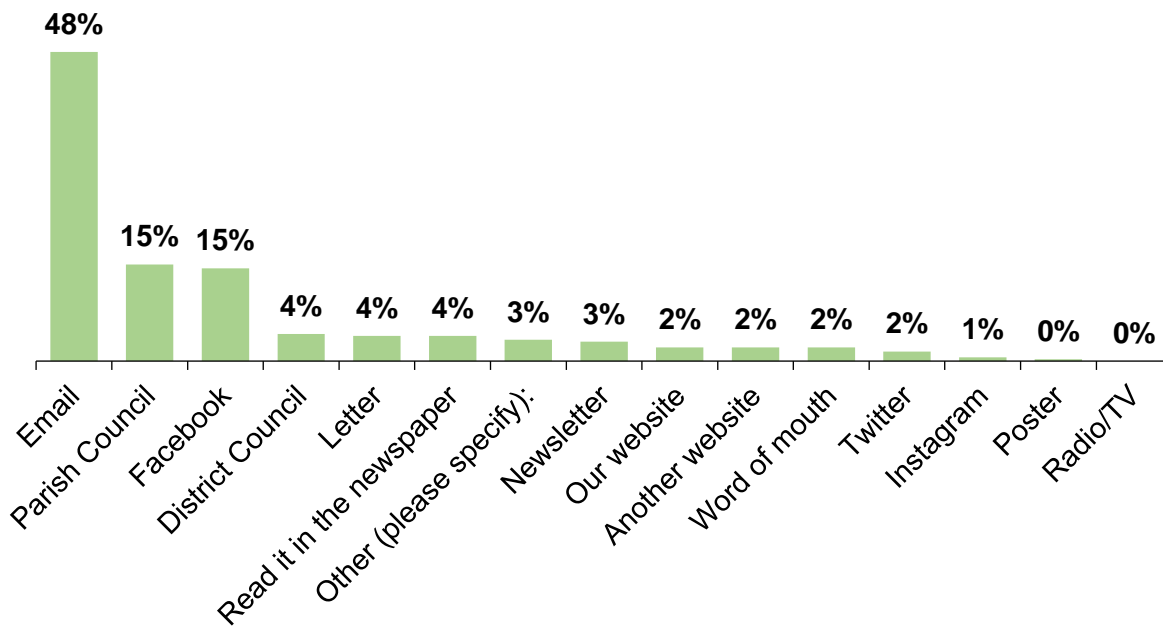
Q45. Do any of your conditions or illnesses reduce your ability to carry out day to day activities?



The majority of respondents who said they do have a physical or mental health conditions lasting or expected to last 12 months or more said that it does reduce their ability to carry out day-to-day activities a little (53%).

16% of respondents instead said that their conditions or illnesses reduce their ability to carry out day-to-day activities a lot, whilst 31% said their ability is not affected at all.

Q46. How did you hear about this survey?



Most respondents learnt about the survey after receiving an email (48%). Another 30% of respondents were informed by their Parish Council (15%) or read a post on Facebook (15%).

Comments:

- Shared by local community group
- Link shared via One Planet Abingdon
- Sent to PPP Charlie.fielder@westberks.gov.uk
- MaD News
- Marcham and district newsletter
- Town Council
- Henley Herald
- Greener Henley
- Community group referral
- Henley Herald
- Link on Henley Herald website

HOW WE HAVE USED RESULTS OF THE CONSULTATION

Thank you for taking part in our consultation on the South and Vale Air Quality Action Plan 2023-27. Your feedback has been reviewed and will help us shape the final version of the Air Quality Action Plan (AQAP), which will be presented to our Licensing Committee. We expect this to happen in the Autumn of 2023.

The final AQAP will then be sent to the Department for Environment, Food and Rural Affairs (Defra) for approval. Once it's approved, we will publish full details of the final plan on our websites: [South/Vale](#).

FURTHER INFORMATION

If you require this report in an alternative format (for example large print, Braille, audio, email, Easy Read and alternative languages) please contact:

Consultation and Community Engagement Team
South Oxfordshire/ Vale of White Horse District Council
01235 422 425
haveyoursay@southandvale.gov.uk

To enquire about the council's work on the Air Quality Action Plan, or if you would like more information about this consultation and the results presented in this report, please contact:

Simon Hill

Environmental Health team leader
South Oxfordshire and Vale of White Horse District Councils
01235 422403
env.health@southandvale.gov.uk