
**Bath & North East
Somerset Council**

Improving People's Lives

Introducing a Clean Air Zone

Introduction



Sarah Warren

Deputy Leader with responsibility for Climate and Sustainable Travel

- Context
- What we planned
- How we engaged
- Working with objectors
- Outcomes
- Benefits



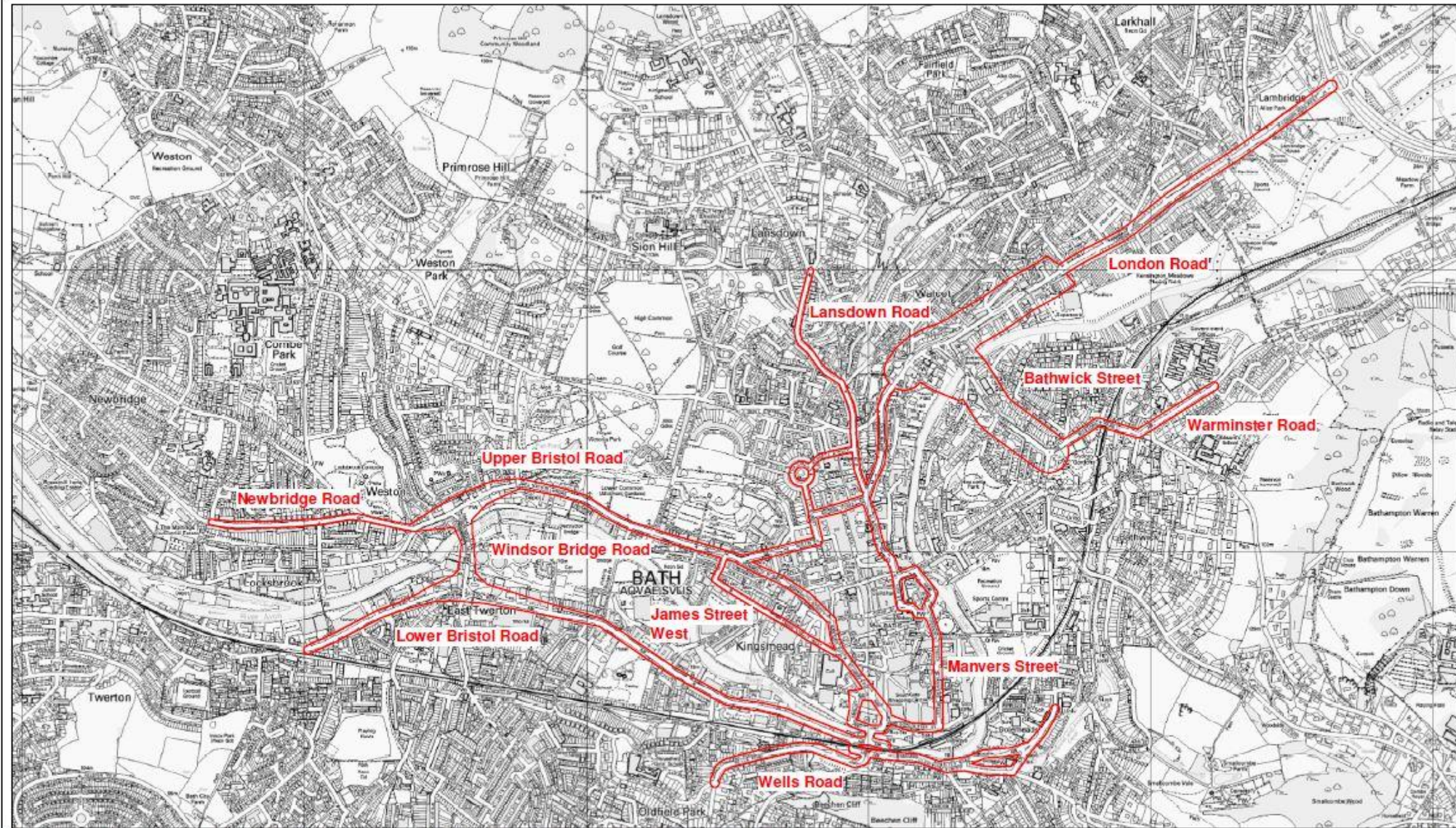
Bath Air Quality Management Area 2013

NO2 Annual Mean and 1-hour Objectives

Compiled by N Courthold on 22 January 2013

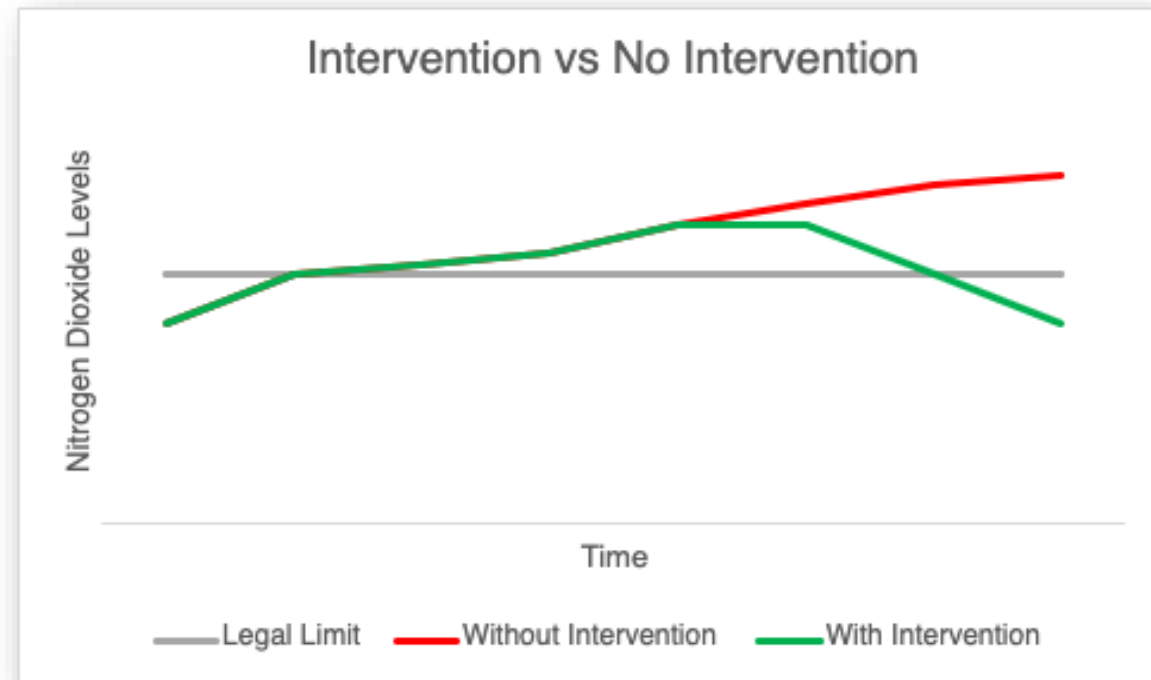
Scale 1:13000

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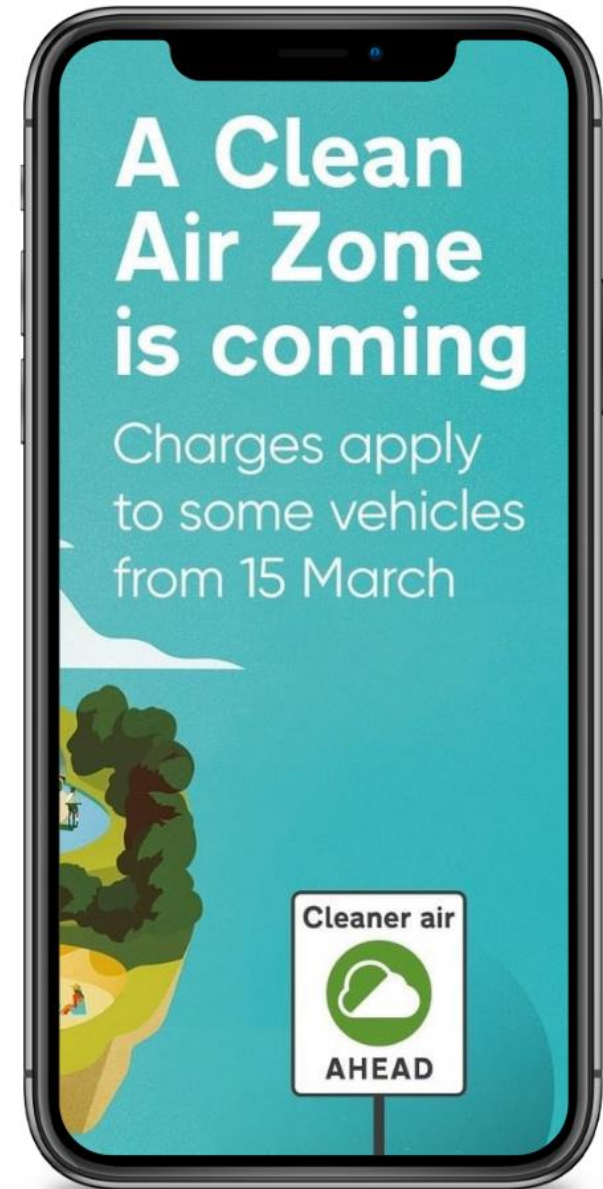
Why is a Clean Air Zone necessary?

- Despite AQMA, legal limits of NO₂ still exceeded
- Without intervention, this would continue until 2025.
- Mandated by Government to urgently tackle air pollution and bring NO₂ down to legal limit.



Engagement approach

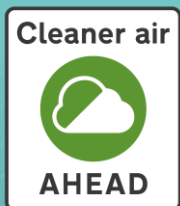
- **Big budget for comms focused on health impacts and support:**
 - Direct telemarketing to 9500+ businesses.
 - Letters to every household
 - Multi-channel comms campaign:
 - Billboards and petrol pumps
 - Radio, paid social media
 - Events
 - Flyers & trade leaflets
 - Pre-launch advance signage
 - Early warning letters to those in zone
 - Engaged with fleet operators
 - Promoted walking & cycling
 - Limited exemptions
 - Soft enforcement period



Getting the public on board

Challenge

- You can't see it or taste it.
- Many individuals don't feel directly affected:
 - Perhaps they live outside the zone
 - or do not suffer adverse health effects.
- Before Extinction Rebellion!
- A new type of intervention – different from congestion charge



Overcoming objections



Secured additional funding from government to upgrade public non-compliant buses



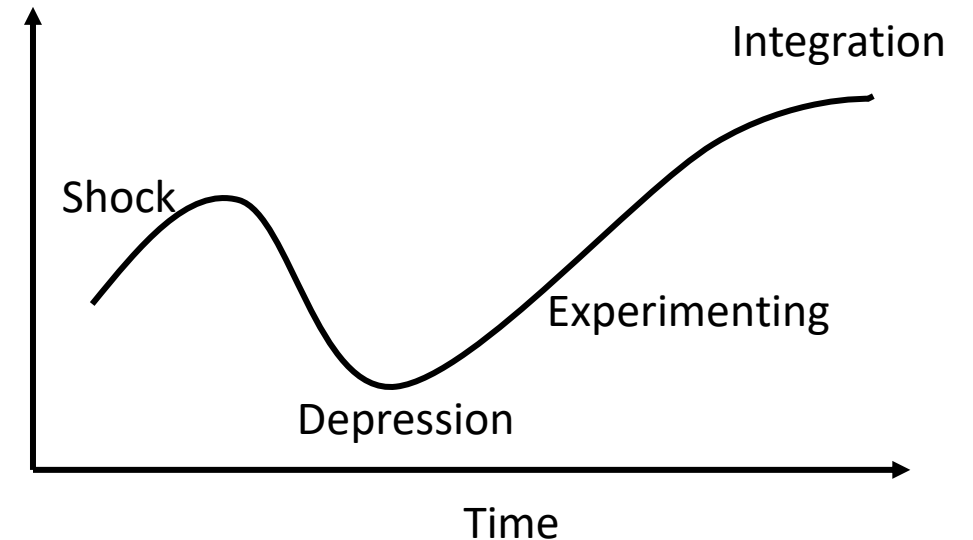
Designed the zone boundary to discourage rat running and undertake displacement monitoring



Grants and 0% finance loans to support the upgrade to cleaner vehicles

Overcoming Objections

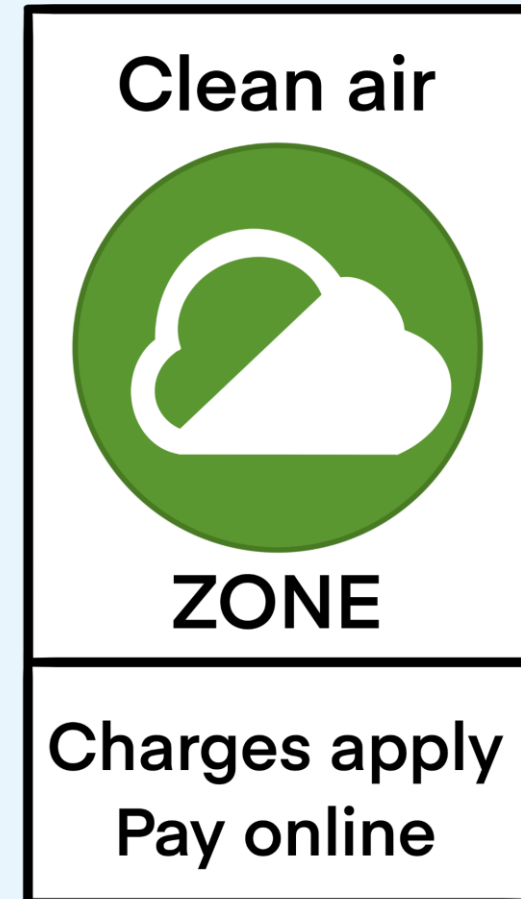
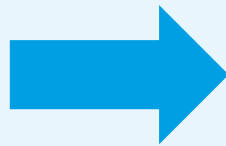
- **Extensive consultation and engagement throughout business case development**
 - Extensive consultation and engagement led to 9 amendments to the zone
 - Close collaboration with bus companies
 - ‘Cup of Tea’ approach – speaking and engaging with people individually about CAZ and its impacts.
 - Support people along change curve – from shock to integration.



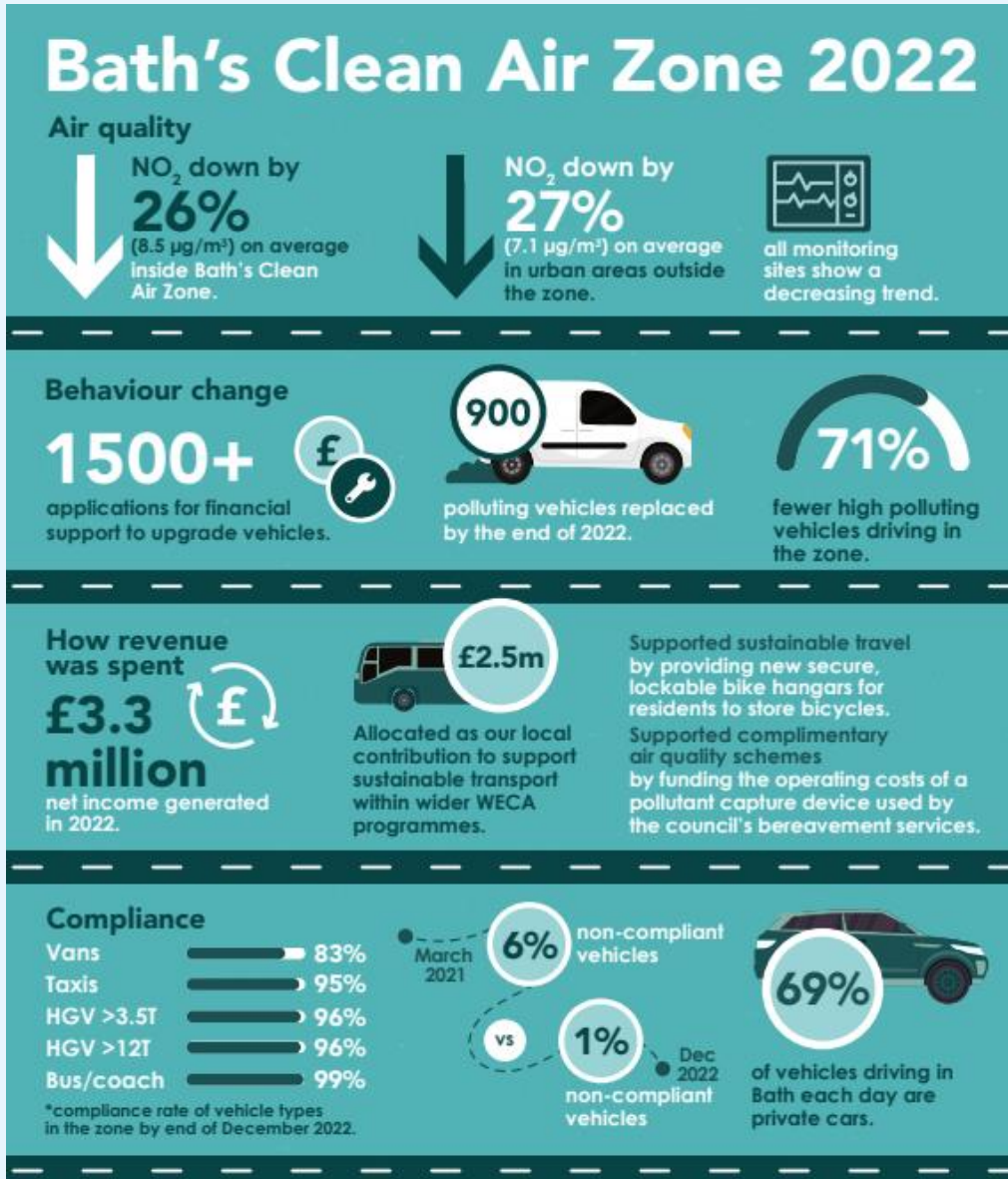
Outcome and benefits

Class C CAZ launched March 2021

- HGVs, taxis, buses, coaches and vans that do not meet minimum emissions standards are subject to charge.
- Cars and motorbikes are not charged in the zone.



Outcome and benefits



- 44,000 unique vehicles enter zone daily
- Initially, 6% non-compliant.
- Within first 6 months, this fell to <2%.
- Now, <1% of vehicles in the zone are non-compliant.

Government independent verification:

We have achieved 'State 3 of 4'

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