

# BreATHe



Tackling air pollution in Bath and North East Somerset

## Bath Clean Air Plan: May 2018 update

Bath & North East  
Somerset Council



- Publication of the Strategic Outline Business Case (SOBC) providing a detailed assessment of our three shortlisted options
- The SOBC was issued in line with the Government's directive - at the end of March
- B&NES is now considered one of three authorities in a leading group working towards compliance, despite receiving funding to undertake a feasibility study 18 months after the first five mandated authorities



# The project team

- Environmental Protection
- Public Health
- Highways
- Parking
- Communications and Marketing
- Corporate Sustainability
- Legal
- Finance
- Democratic Services

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Somerset Council



- 16 engagement events have already been held during March and April with more planned
- Over 150 members of the public have attended the two drop in sessions held so far
- We have held 2 public surgeries to enable individual, face to face conversations with the public
- We have held a range of stakeholder briefing events as well as attending regular stakeholder meetings



- Visit our website at [www.bathnes.gov.uk/bath-breathes-2021](http://www.bathnes.gov.uk/bath-breathes-2021) which provides information on the work done so far, FAQs, upcoming events and how to get involved. Positively, web analytics is telling us:
  - Very low 'bounce rate', i.e. users are not going to the pages by accident and are actively looking for the webpage
  - High rate of returning users, particularly on the FAQ page, indicating a high level of interest



# Key stakeholders

- Public Health England
- Highways England
- West of England Combined Authority
- Wiltshire, Bristol and South Gloucestershire Councils
- Local political groups
- Residents' associations
- Local campaign groups
- Bus, taxi, HGV and other transport operators



# Key questions

- “Will air quality be improved outside the zone?”
- “Is there going to be an increase in ‘rat running’?”
- “What will the charge be?”
- “Will there be support for alternative travel choices?”
- “Are you linking in with other transport improvements that are planned for Bath?”
- “When will we be sure that compliance has been achieved?”



Development of the Outline Business Case, including:

- A statistical survey to determine the impacts of different charging levels on driver behaviour
- Scenario and sensitivity testing
- Non-charging measures assessment
- Assessment of the possible discounts, exemptions and 'sunset periods' for particular groups
- Economic and public health assessments

**As well as ongoing public engagement throughout**



# Next steps

- Publication of the Outline Business Case (OBC) providing a detailed assessment of our preferred option
- The OBC should be published in September, in line our original plan
- As well as ongoing public engagement, there will be a six-week formal consultation period to coincide with the publication of the OBC
- A Cabinet decision on the OBC is then expected in the Autumn
- The decision to introduce a CAZ will need support from WECA





# Get involved

- Sign up for our regular newsletter
- Follow us on Twitter and Facebook
- Look out for information about the project in the media

**Please encourage your constituents to get involved  
and think about what they can do to help  
Bath Breathe!**

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Somerset Council

