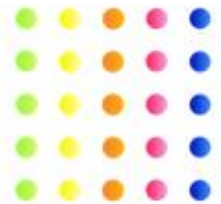


# Tyneside Air Quality Public Consultation 2019 Feedback & Findings



July 2019

Independently analysed  
and presented by:



eljay research



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# Introducing the Tyneside Air Quality Public Consultation



## The Background to the Consultation

In July 2017, Newcastle, Gateshead and North Tyneside Council were given a legal order by the Government to identify measures for improving air quality in the area within the shortest possible time. The Government issued this order after their modelling showed that levels of pollution on parts of the A167 Central Motorway and Tyne Bridge and a section of the A1058 Coast Road would remain above legal limits unless further action was taken.

The three Councils subsequently worked together to develop proposals to improve air quality in the area. The proposals presented a number of potential measures for longer-term investment, together with charging options, potential additional measures to accelerate compliance and financial support or exemptions for people and businesses.

DEFRA's advice<sup>1</sup> to local authorities was that proposals would require:

*“extensive engagement and consultation with neighbouring authorities, local communities and businesses, explaining the aims; including the potential health and economic benefits; understanding any concerns; and assessing the need for any mitigating actions...early engagement in planning will help raise awareness of the potential for implementation. It will allow individuals and businesses to prepare...and to understand the impacts on their personal circumstances.”*

In order to obtain feedback on these proposals, the Tyneside Air Quality Public Consultation was undertaken.

## Raising Awareness

Prior to the launch of the public consultation, a six-week campaign to raise awareness about the problem of poor air quality and the need to take action was undertaken in November and December 2018. This included a high-profile social media campaign backed up by information online and in council publications, and digital outdoor advertising in Newcastle city centre and in the media.



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<sup>1</sup> Clean Air Zone Framework; Principles for setting up Clean Air Zones in England, DEFRA, 2017

## Launching and Sustaining the Consultation

Following the consultation launch on the 6<sup>th</sup> March 2019, a dedicated website [www.breathe-cleanair.com](http://www.breathe-cleanair.com) with detailed information about the context of air pollution/the air quality proposals, and an online survey, went live.

This website was promoted via an ongoing campaign of communications, including videos, graphics and images.

The campaign included:

- Information delivered to every household in the area via council magazines – in Newcastle this was undertaken twice.
- Over 300 messages posted on social media linking people to the consultation website.
- Website signposting from all council websites and from Newcastle's 'Let's Talk' consultation site.
- A dedicated email address ([contact@breathe-cleanair.com](mailto:contact@breathe-cleanair.com)) to take correspondence from businesses, communities of interest and identity and any other interested persons.
- A number of features in the local media – including all main newspapers, television and radio channels.
- Over 50 sessions (including public drop-ins, internal staff communications, briefings) and awareness raising sessions.
- Direct emails to Viewpoint, Gateshead Now and Let's Talk panel members.
- Emails and face-to-face meetings with partner organisations, including large employers, schools and colleges and the community and voluntary sector, utilising internal bulletins and social media groups.
- Sessions with targeted stakeholders to reach communities of interest and reach those potentially under-represented.
- Production of an easy-read version of the consultation (available in libraries and appropriate public buildings and on request) to enable those requiring additional support to participate.

The consultation closed on the 19<sup>th</sup> May 2019, with the collected data used to inform this report.

## How the Consultation Findings will be Used

Feedback from this consultation will be published in summer 2019.

Findings will be used to inform the Final Business Case for the Tyneside Air Quality Feasibility Study, with submission to the Government for approval later in 2019.

## The Quality and Reliability of the Data Collected

Whilst the online survey was not designed independently, the data from it was presented to Eljay Research, who have analysed and reported on this independently of Newcastle, Gateshead and North Tyneside Councils. This ensures a clear impartiality of consideration and presentation.

In considering the quality and reliability of the data collected, there are a number of salient points to bear in mind.

The consultation was *self-selecting*, and as such, the data should be regarded as a snap-shot of *possible* or *indicative* opinion on the air quality proposals, rather than a robust, systematically sampled data-set.

This self-selecting nature of the survey may have resulted in representativeness being skewed in terms of both the demographic characteristics of respondents and also their views. An example of this is illustrated by the finding that the online survey's open-ended questions were more frequently answered by those opposing, rather than supporting, the proposals.

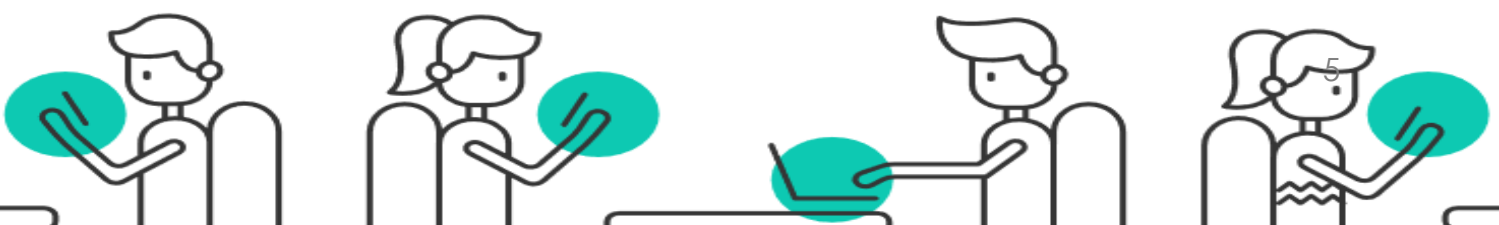
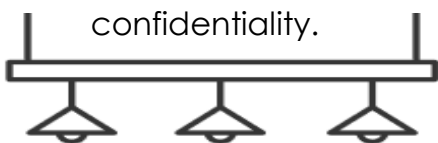
What is therefore uncertain, is the *degree* of accuracy of the findings in terms of their *representativeness*. This is in the context of not only the self-selection method of participation, but also the absence of the demographic profile of the intended audience. As the survey was open to anyone 'living, working, studying or running a business in and around the area' we are unable to quantify the *actual* demographic characteristics of this very wide group, so we have no actual reference point from which to report on potential bias in the overall survey data. However, we do consider and present how the demographic characteristics of *residents* who responded, differ from those of the population base for the three Council areas of Newcastle, Gateshead and North Tyneside, and acknowledge this accordingly.

When interpreting the findings within this report, they should therefore be regarded as *indicative* of the views of the wider population and any identified sub-groups, rather than *representative*.

Nevertheless, due to both the very large response rate and the clear repetition of themes which emerged, it would appear that the findings *do* cover and represent a very broad and highly current spectrum of *opinion and views*.

## To Note

- A copy of the online survey questionnaire is available on request.
- The number of responses to each question is displayed as 'n=x', where x is the number of respondents. This varies due to some respondents choosing not to answer some questions, and due to some analyses being filtered to focus on certain segments of data.
- Percentages have been rounded and may therefore not total exactly 100.
- Percentages may exceed 100% when more than one response to a question was given by a respondent.
- Percentages have also been calculated excluding missing/declined responses and those where a respondent was unsure.
- In addition to the majority of quantitative questions, the survey included seven qualitative questions, which gave participants the opportunity to expand on their thoughts. Responses were often extensive, repetitive and sometimes not relevant to the question being asked. All of these comments were read in full and relevant messages have been extracted and reported on.
- To help ensure the anonymisation of respondents, the online survey asked participants to provide only a partial postcode. However, this partial postcode was entered by respondents in an inconsistent and sometimes ambiguous format. For example, an 'NE12' postcode could have indicated 'NE12' or 'NE1 2'. Postcode analysis also needed to exclude invalid postcodes (e.g. entries such as "77PT" and "NE&") and those which straddled two local authority areas (e.g. 'NE9' which includes addresses in both the Gateshead and Sunderland local authority areas). Due to the aforementioned data ambiguities, the number of usable postcodes varied across different analyses.
- Data was sliced and analysed by a range of variables. Notable differences in the behaviours and attitudes of people with varying demographic characteristics have been highlighted throughout the report, when evident.
- The survey collected information on *gross annual household income* (before tax). For the purposes of comparisons within this report, and to show differences in the views of households, income levels have been aggregated and labelled as *lower (up to £20,000)*, *mid (£20,001-£40,000)* and *higher (over £40,000)*. Comparative gross annual income data at a regional level is unavailable.
- Respondents have been quoted verbatim, but anonymously, to preserve confidentiality.





## Executive Summary

Over the last two years, Newcastle, Gateshead and North Tyneside Councils have been working together to produce a set of proposals to tackle poor air quality and high pollution levels caused by traffic in the area.

Conducted over eleven weeks in the spring of 2019, the Tyneside Air Quality Public Consultation invited comment on these proposals, attracting the views of over 20,000 individuals – the largest participation of its type in the UK to date.

Their (often very highly charged) views provide *indicative* information on the nature and degree of public opinion, with a number of repeating key messages.

There is undoubtedly widespread awareness of poor air quality in the area - a situation which a majority feel requires attention. This attention is seen as a shared responsibility – largely between central and local government, but with acknowledgement that the public has a key role to play. In acknowledging this role, there are many examples of both existing and potential behaviours cited as helping to tackle high pollution levels. However, these behaviours are frequently accompanied by a number of clear barriers – particularly to reduced car usage – focusing on the practicalities of convenience, speed, 'essential' and immovable journeys and journey lengths, which many feel leave them with *no choice* but to drive. Note, also, repeated criticisms of a public transport infrastructure which is often regarded as simply not good enough to encourage a switch.

In this context, the air quality proposals are frequently criticised, with a real strength of feeling which focuses on the perceived *over-arching impact and principle* (rather than the *detailed geography*) of a charging Clean Air Zone (CAZ), Low Emission Zone (LEZ) and city centre bridge tolls.

This impact – accompanied by disagreement with all three proposals which eclipsed agreement – frequently focuses on the charging element of the CAZ and of tolls. This was viewed as a potentially discriminatory and financially wounding stealth tax, targeting those on the lowest incomes with non-compliant vehicles, making unavoidable journeys to work.

The potential impact on the vitality of city centre business was also a significant concern – with the business community and their customers expressing real apprehension that the proposals would deflect and depress trade. Note also, additional displacement concerns about the deflection not only of trade, but of *traffic*, to areas less suitable to accommodate rush hour volumes.

However, despite headline disagreement with the proposals, measures to support the transition to a CAZ or LEZ with tolls *did* attract support.

# 25 Key Messages



## **1. The consultation reached far across the north east region and beyond**

The reach of the Tyneside Air Quality Public Consultation was undoubtedly extensive, attracting participants from across the north east and beyond to capture the largest data set on air quality proposals of this type in the UK to date. The data on which this report is based is fresh and focused, exploring the behaviours, attitudes and needs of over 20,000 individuals. Their input provides a wealth of information to consider, which both answers and poses many questions.

## **2. The data collected should be viewed only as *indicative*, and not robustly representative of the views of the populations and other groups within Newcastle, Gateshead and North Tyneside and beyond**

Firstly, it is a large selection of views, but it is a *self-selecting* slice of opinion, rather than a randomly sampled and statistically robust research study. Secondly, it's also true that the demographic characteristics of many of the intended audience – those living, working, studying or running a business in and around the area – are unknown. Thirdly, those with a critical view of the proposals were arguably more likely to participate than those with a supportive or neutral view. Therefore, it is *possibly* reflective of this audience, but we cannot say with absolute certainty that it is. Note also that there are some key pockets of over and under-representation, perhaps most evident in relation to drivers possibly being overly- represented in the findings. For these reasons, second-stage research would be advised.

## **3. The consultation findings are presented impartially and independently**

They are collated and analysed with candour, to objectively and accurately represent the views of participants without agenda or preconception. This is particularly important in the context of concerns and scepticism expressed by survey respondents, and also via social media, that the consultation was a tick box exercise simply preceding a 'done deal'.

## **4. Views on the proposals were often very emotional and very polarised**

The content of this report is drawn from, and propelled by over 50,000 comments and approximately four million words. On average, participants spent around 25 minutes imparting their views. They often spent this time writing about the potential impact of the proposals on their life and that of their family. Their words were often clearly from the heart, with an abundance of passion and strength of feeling in evidence. Each and every comment was read as part of this analysis, with many of the key themes identified in this report repeatedly surfacing - cutting across many of the seven open-ended questions.

**5. There was widespread recognition and awareness of poor air quality issues related to traffic**

Three out of every four consultation participants indicated that this was on their radar, whilst the vast majority had read and considered the air quality proposals documentation. This established a largely well-informed context to the opinions collected.

**6. A majority of participants felt that air quality issues in the area required attention**

This was a view held by over 60% of participants, attracting majority support from across a number of varying demographic characteristics. This suggests that the *principle* of measures to tackle a recognised and accepted issue was applauded.

**7. Responsibility for tackling air quality issues was seen as a shared mission**

What is also evident is that participants were most likely to feel that the responsibility for tackling this issue lay not with one single source, but with a partnership approach – led by both UK and local government, but supported by the actions and buy-in of the general public, and also that of the business sector.

**8. Participants frequently indicated that they were already *actively* taking measures to reduce air pollution and were prepared to take more**

This was particularly true in relation to walking – with over 60% already doing so. Similarly high percentages were switching off their car engine when stationary, and/or using public transport. Each of these indicators, alongside several more, present the scenario of willingness not only to recognise the issue of air pollution, but real action to offset it.

**9. There are, nevertheless, perceived barriers to driving alternatives**

And these are multiple in number. With an average of *three to four barriers* identified per respondent, the consultation began to illuminate the first real sight of *practicalities* denting support for the *principle* of necessary change. These practicalities focused on journey length and the perceived convenience and speed of driven travel, alongside criticism of public transport.

## **10. Public transport was repeatedly criticised, on a number of levels**

On this point, experiences of a service infrastructure which was felt to be both prohibitively expensive and also lacking in a number of aspects – including reliability, affordability, coverage, speed and integration – were often detailed. There was also the accompanying view that the current infrastructure was poorly equipped to accommodate the impact of a perceived high charging CAZ, LEZ or tolls in the way that larger city infrastructure (e.g. London) was able to. Turning this around, the most requested longer-term measure focused on a perceived need to improve the Metro service. This was seen as a key proponent of reduced car usage, alongside new and supporting park and ride facilities and improved routes for clean buses.

## **11. There was widespread criticism of the air quality proposals as a whole**

This was often couched in the strongest of language and sentiment, and mirrored in accompanying comments largely very critical in their nature. Nevertheless, it should be borne in mind that throughout the consultation, these comments essentially reflect the vocal, driving, dissenting majority – with those in agreement with the principle far less likely to add accompanying detail to their agreement. The most frequent scenario in relation to the CAZ and LEZ was to disagree with the principle of *both*. 1 in every 3 participants expressed this view.

## **12. Over half of all participants disagreed with the idea of a charging Clean Air Zone (CAZ)**

34% agreement was eclipsed by those who disagreed – which edged past the 50% mark. Indeed, *strong disagreement* was the most frequent response to the idea of a CAZ. Most participants (94%) in the consultation regularly travelled to or through the proposed CAZ area, typically by car (75%) to commute for work purposes. Across most demographic categories there was majority disagreement with the principle of the CAZ, underpinned by a kaleidoscope of concern.

## **13. Almost half of all participants disagreed with the idea of a Low Emission Zone (LEZ)**

Whilst this was slightly more palatable than a CAZ, with agreement rising to 38%, again disagreement - and specifically *strong disagreement* - was the most frequent response to the idea of a LEZ.

## **14. Over 60% of all participants disagreed with the idea of tolls on city centre bridges**

Again, '*strong disagreement*' was the order of the day. In comparison, just 27% of participants agreed with the idea of tolls.

**15. The LEZ and accompanying bridge tolls were frequently viewed as a unified proposal**

Requested comment on the LEZ itself drew instead many comments on the proposed *tolls*, with a number of participants regarding tolls as the key element of the LEZ. Further explanation of these two elements and their relationship, alongside that of the CAZ and additional measures, may be beneficial.

**16. Disagreement with the proposals was often underpinned by the 'charging' element of the CAZ and the bridge tolls**

This was a view which strongly criticised the scale and justification of charges. This criticism peaked in relation to proposed private car charges, but was additionally and notably evident in relation to charges proposed for other vehicles. This concern held true regardless of where, why and how frequently people would be potentially accessing the CAZ or crossing the city centre bridges.

**17. Several accompanying concerns about the CAZ and also the proposed LEZ and tolls were voiced, including the potentially 'disastrous' impact on (particularly city centre) businesses - underlined many times throughout the consultation**

This was a concern which focused on what was regarded as an already precarious and fragile economic situation for business, and predicted a 'devastating blow'. This was seen as an inevitable consequence of reduced and deflected city centre trade to leisure alternatives and retail competitors such as the Metro Centre or online market; increased and unsustainable costs to businesses due to delivery logistics (with these costs being passed onto customers), leading to trading collapse and unemployment. In a similar vein, 'penalising' employers for providing free city centre parking for their staff often resulted in feelings that businesses should be supported, not admonished. Addressing the clear weight of concern about city centre business is recommended.

**18. Both the CAZ and LEZ were often regarded as 'unavoidable' areas**

'Essential' journeys, without choice, were described, with scenarios of inflexible working patterns and tasks effectively meaning that many felt simply unable to avoid driving through the proposed areas. This lack of choice caused the resulting charges to seem 'unfair' – taxing people for necessary journeys over which they had little control. Additional examples of what was effectively seen as discrimination focused on shift workers, those living in the proposed areas and those with mobility issues. This suggests a need for both future research and communications to carefully consider and address this perceived *lack of choice* – potentially encouraging more lateral thinking and a fundamental mind-shift which is likely to take some time.

**19. Disproportionately resulting financial hardship was anticipated and criticised by many**

This was often linked to concerns that charging was a 'regressive tax' – targeting those on lower incomes who were felt to be most likely to have non-compliant vehicles, be in low paid employment, be travelling from the less affluent south of the Tyne region, and be least likely to afford the additional charges. Calculations of charges accrued largely due to essential journeys to and from work were made and presented as 'hundreds of pounds' a month (in relation to the CAZ) or a year (in relation to the bridge tolls accompanying a LEZ).

**20. Charging was often fundamentally regarded as a means of raising revenue, in the context of recent local authority austerity measures**

The notion that proposals were effectively a duplicitous 'stealth tax', an 'income generation exercise' and an 'excuse' to raise much needed revenue was very much evident. Again, this appeared to generate a feeling of unfairness. Continuing to emphasise that any monies raised would be ring-fenced may dispel some of this feeling.

**21. Additionally, perceived wider causes of air pollution aside from traffic were often held aloft**

These ranged from local housing development, opencast mining, excessive tree felling, proliferation of private hire taxi licences, use of wood burning stoves, to poorly planned transport policy. Potential improvements to the latter were strongly supported. Each deflected and diffused focus away from vehicles as the prime pollutants within the area, with the accompanying message of 'why declare war on/punish the motorist?' amidst these wider issues. These wider issues are worthy of consideration and response in future communications. Note also around 20% of participants were sceptical of the existing environmental evidence relating to traffic pollution.

**22. Potential displacement of traffic was a repeated concern**

A number of consultation participants spotlighted this as a potential consequence of introducing any of the proposals for a CAZ, LEZ, bridge tolls or peak hour traffic restrictions between the Tyne Bridge and Coast Road. The anticipated most common result was one of traffic detouring – either geographically or to different times of the day – to avoid newly implemented measures. In turn, journeys would be lengthened, dispersed and moved, with the view that this would simply shift pollution to other (nearby and often less suited) areas and times. In this context, the idea of varying tolls according to the time of day drew a mixed response. This issue of theoretical traffic displacement would benefit from being addressed in future communication.

**23. Both the CAZ and LEZ geography – when commented upon – were regarded as excessively large**

Comment on the geography of the proposed CAZ and LEZ areas was scant, frequently eclipsed by concerns focusing on the perceived *impact* of the zone. For many, the focus was rooted in a view that it should not exist at all, negating any consideration of its coverage. When consideration was evident, it was most likely to conclude that the area should be smaller, with suggestions to remove key elements including city centre bridges, the Central Station, routes to hospitals and the city centre itself. Note also that signs of confusion between the proposed CAZ and LEZ areas were evident – with participants mistakenly referencing elements included in the CAZ area in their appraisal of the LEZ area. There was also the misunderstanding that the CAZ, LEZ and tolls could all be implemented together. On this basis, future presentation of the proposals would benefit from a clear highlighting and underlining of the differences between them.

**24. Additional measures drew a mixed response**

There was undoubtedly support (55%) for a peak hours ban on HGV's and vans on a section of the Central Motorway, however this should be considered in the light of previous comments about potential traffic displacement and the critical impact on local business. Access restrictions on the Central Motorway drew some support (39%). However, a number of accompanying comments suggested that more detail about the *nature and detail* of this potential measure may assist in eliciting a clearer sense of agreement/disagreement.

**25. Despite notable levels of disagreement with the air quality proposals, the principle and detail of supporting measures often drew support**

In percentage terms, there was majority agreement with the idea of incentives to assist a switch to public transport, exemptions for certain vehicles, an initial grace period, and grants, leases and loans to ensure vehicle compliance. This suggests that there is a *degree* of public buy-in to the proposals in the context of consideration of these supporting measures.

Detailed consultation findings are now presented.



# Consultation Participants



The consultation utilises the views of over 20,000 participants - the largest number of participants for an air quality consultation of this type in the UK.

Over 19,200 responses to the online survey



Over 1,000 people engaged via social media

Over 190 contributions made via the dedicated email address and meetings



The consultation collected over 50,000 comments - producing a wealth of information to consider

Grateful acknowledgements are extended to all those who participated for their valuable contribution



## Online Survey Participants

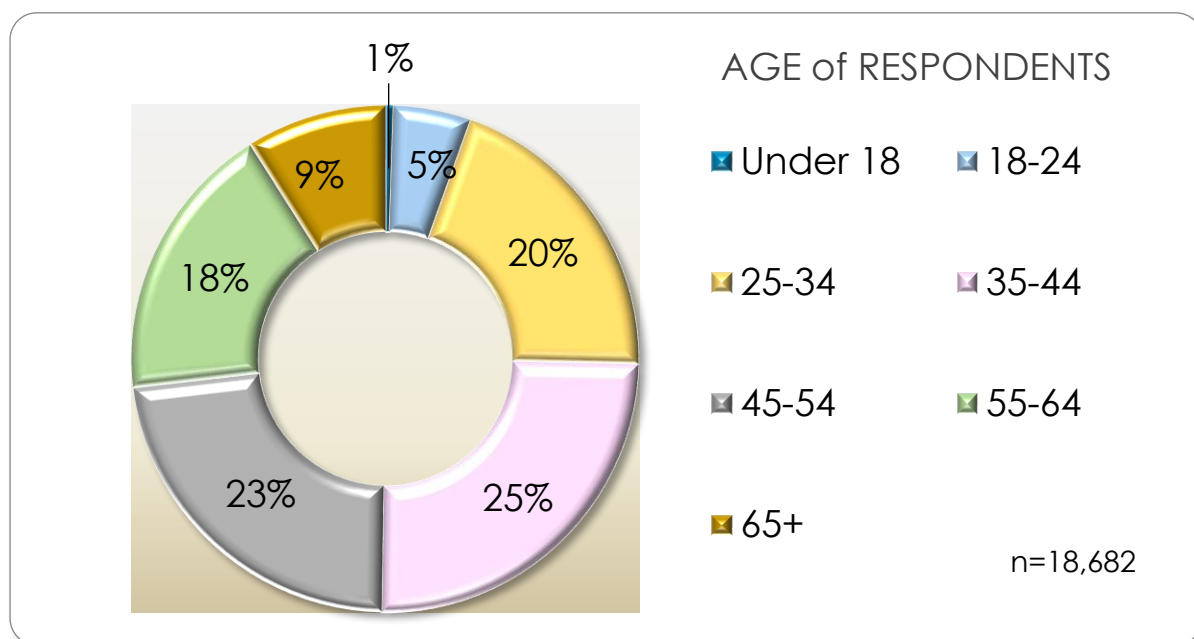
The vast majority of the 20,000+ participants gave their views via the online survey. This survey attracted 19,210 responses.

Their demographic characteristics are presented below. Consideration of how the demographic profile of Newcastle, Gateshead and North Tyneside residents who participated in the survey varies from the *actual* profile of residents, is presented in Appendix 1 to this report. Again, note that throughout this report, the 'n=x' number represents the (often varying) number of people who answered each question.

### The Gender and Age of Respondents

52% of respondents were male and 47% were female. A small percentage of respondents (1%) preferred to self-describe their gender.

The survey most frequently utilised the views of those aged 35-54 (48%). However, there was representation from the younger and older age groups.



## Health Problems and Disabilities

20% of respondents indicated that they had a long-term health problem or disability. (n=17,883)

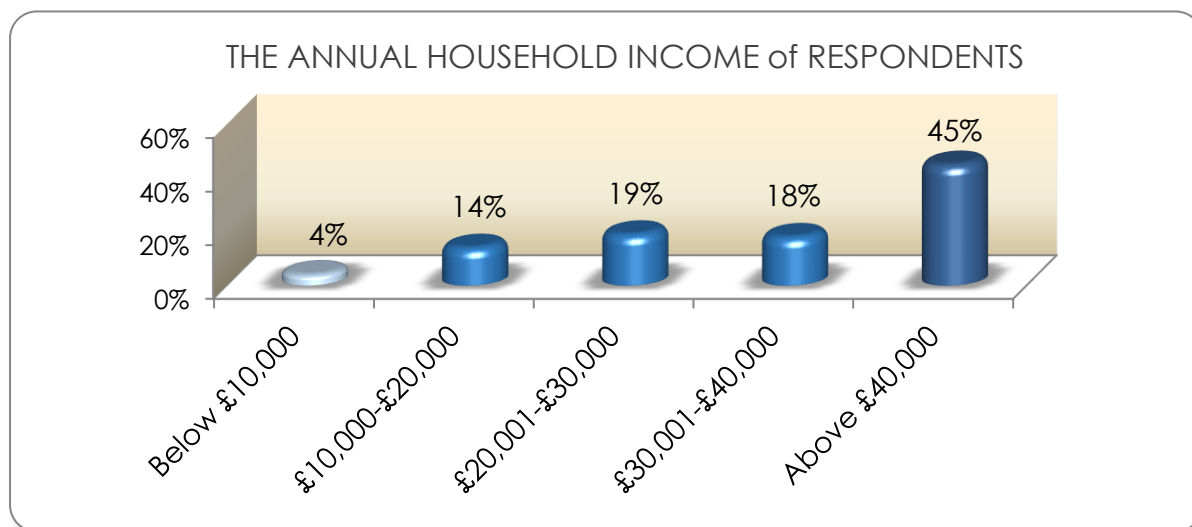
## The Ethnicity of Respondents

94% of respondents described their ethnicity as White British, with 6% of a minority ethnicity. The most frequent minority ethnicities were White Other and White Irish, accounting for 3% of the sample.

All other minority groups - including Asian or Caribbean, Mixed race, Indian, Pakistani, Bangladeshi, Black African, Chinese and Arab – collectively accounted for the remaining 3% of the sample. (n=17,655)

## The Gross Annual Household Income of Respondents

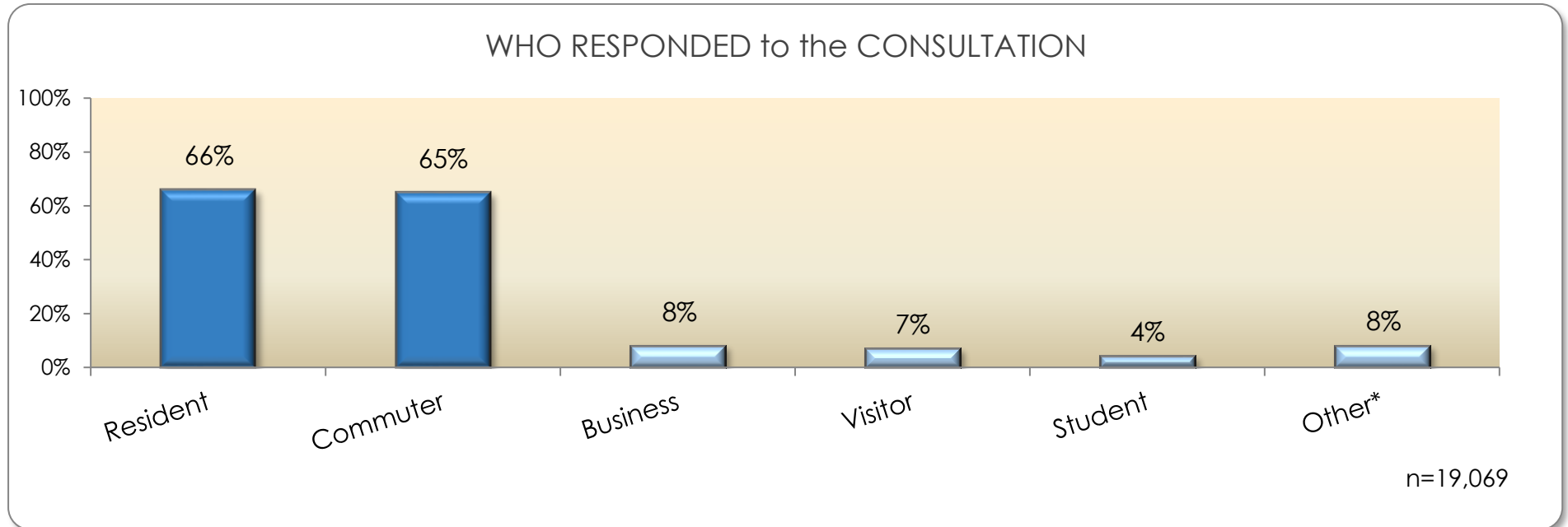
The survey collected information on households' *gross annual income* (before tax). The most typical annual household income of respondents was £40,000+ (45%). For the purposes of comparisons within this report, and to show differences in the views of households, income levels have been aggregated and labelled as *lower* (up to £20,000), *mid* (£20,001-£40,000) and *higher* (over £40,000). Comparative *gross annual income* data at a regional level is unavailable.



n=17,850

## Who Responded to the Online Survey

Respondents were typically responding to the survey in their capacity as a resident (66%) and/or a commuter (65%). Note that more than one category could be selected.

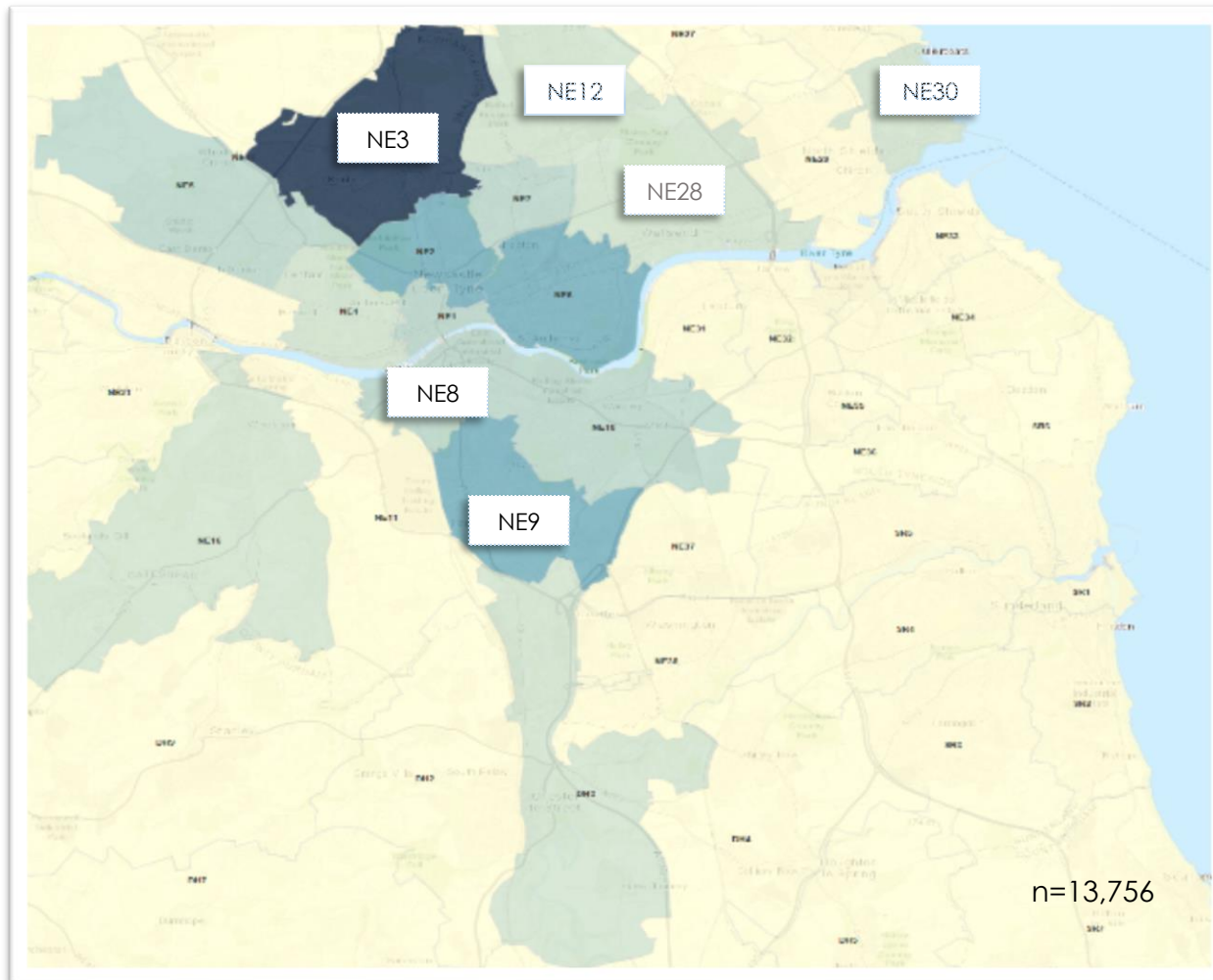


\*including van drivers (2%), Hackney Carriage and private hire taxi drivers or operators (1%), bus coach drivers/operators (<1%), HGV drivers or operators (<1%) and others (5%). Others included carers, charity and community group representatives, parents, specific occupations (e.g. bus driver, doctor, nurse), and specific transport mode users (e.g. car drivers, pedestrians, cyclists, etc.)

## Survey Respondents from Across the North of the UK and Beyond

The online survey attracted responses from across the Northern region of the UK and beyond. Here we see the density of the main focus of responses, with lower (lighter shaded) to higher (darker shaded) representation.

Survey respondents were largely residents of Newcastle (54%), Gateshead (13%) and North Tyneside (10%).



The majority of the remaining 23% resided further afield within the North East region, typically in Northumberland, Durham, Sunderland and South Tyneside.

Within *Newcastle*, the largest representation of respondents were residents of the **NE3** postcode district, accounting for around a third of all Newcastle postcodes.

Within *Gateshead*, representation was typically from residents of the **NE9** and **NE8** districts - accounting for 70% of all Gateshead postcodes.

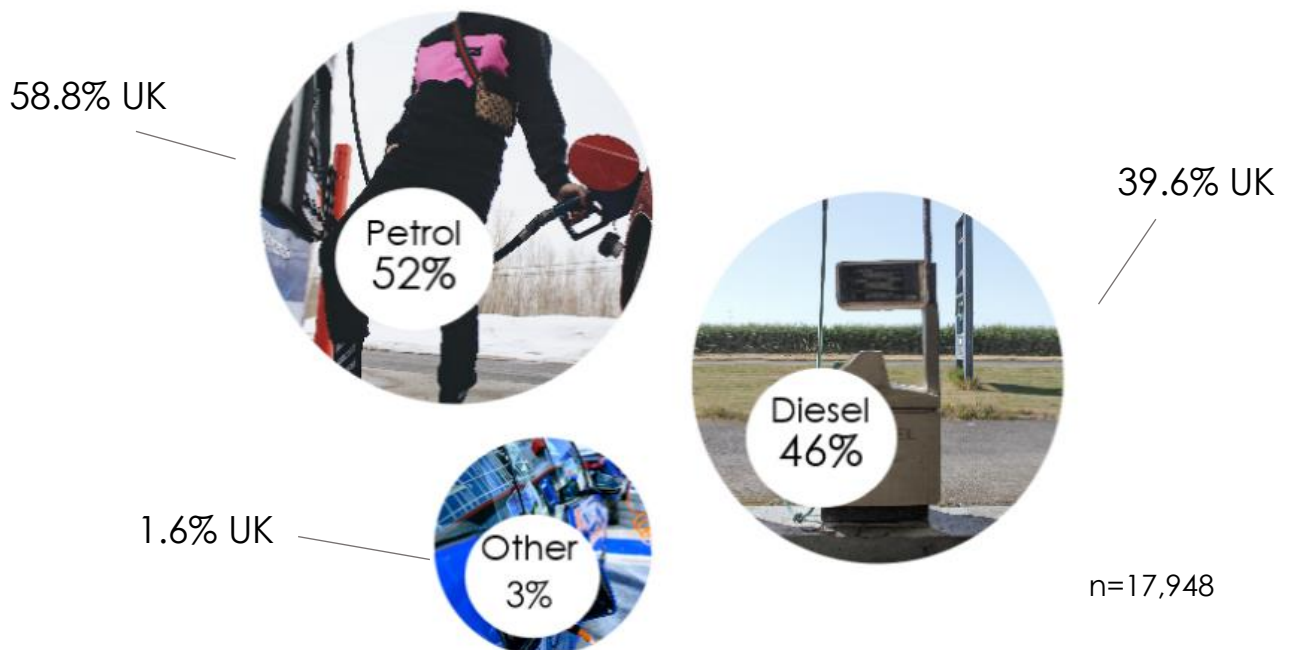
Within *North Tyneside*, representation tended to be from residents of the **NE28**, **NE12** and **NE30** districts – accounting for over three-quarters of all North Tyneside postcodes.

## The Most Frequent Vehicle Fuel Used by Respondents

Whilst not a demographic category question, it's useful at this point to also present the type of fuel respondents were using in their most frequently used vehicle.

The survey question here was phrased as "Thinking about the vehicle you use the most, what type of fuel does it use?". It did not specifically ask whether the respondents were vehicle OWNERS, DRIVERS, or answering in some other capacity (e.g. PASSENGERS). Nevertheless, just 5% of respondents answered "Not applicable – I don't own a motorised vehicle". The **implication** here is that 95% of survey respondents are car owners. This should be compared to the Air Quality Feasibility Study Strategic Case, which reports that "The North East has historically low levels of car ownership, with 36.8% of households in Tyne and Wear without access to a car or van". Furthermore, this can also be compared to the national average of 74% of adults holding a driving licence<sup>2</sup>. There is, therefore, a suggestion that there could be an over-representation of drivers as survey participants.

Among these drivers, 52% were using petrol, with 46% using diesel. Just 3% were using another type of fuel (for example, electric, LPG or hybrid). These percentages suggest that the survey attracted a lower proportion of petrol users and a higher proportion of diesel users and users of other types of fuel than evident in the UK driving population<sup>3</sup>.



<sup>2</sup> <https://www.ethnicity-facts-figures.service.gov.uk/culture-and-community/transport/driving-licences/latest>

<sup>3</sup> Source: Department for Transport Vehicle Licencing Statistics: Annual 2017

# Views on Air Quality & Long-Term Investment





## Awareness of Poor Air Quality Issues Caused by Traffic

The online survey began by gauging participant awareness of air quality issues caused by traffic.

# 75%

were aware of the issues surrounding poor air quality caused by road traffic, and the impact on health in the area

n=19,107

## How Awareness of Poor Air Quality Issues Caused by Traffic Varied

The findings showed that across the three local authority areas, awareness of poor air quality issues caused by traffic was highest in Newcastle; was also higher among the survey's older participants, and was highest amongst those responding to the survey as an HGV driver.

### *More Likely to Be Aware*

- Newcastle residents (78% aware)
- Older people - aged 45+ (80% aware)
- HGV drivers (81% aware)



### *Less Likely to Be Aware*

- Gateshead residents (72% aware) and North Tyneside residents (68% aware)
- Younger people - under the age of 45 (69% aware)
- Hackney Carriage/Taxi drivers (68% aware)



## Reading the Air Quality Public Consultation Documentation

The consultation also asked participants to indicate whether they had read the accompany documentation. A consistently high percentage of survey participants - across a wide range of demographic characteristics - indicated that they had read the consultation documentation.

In overall terms:

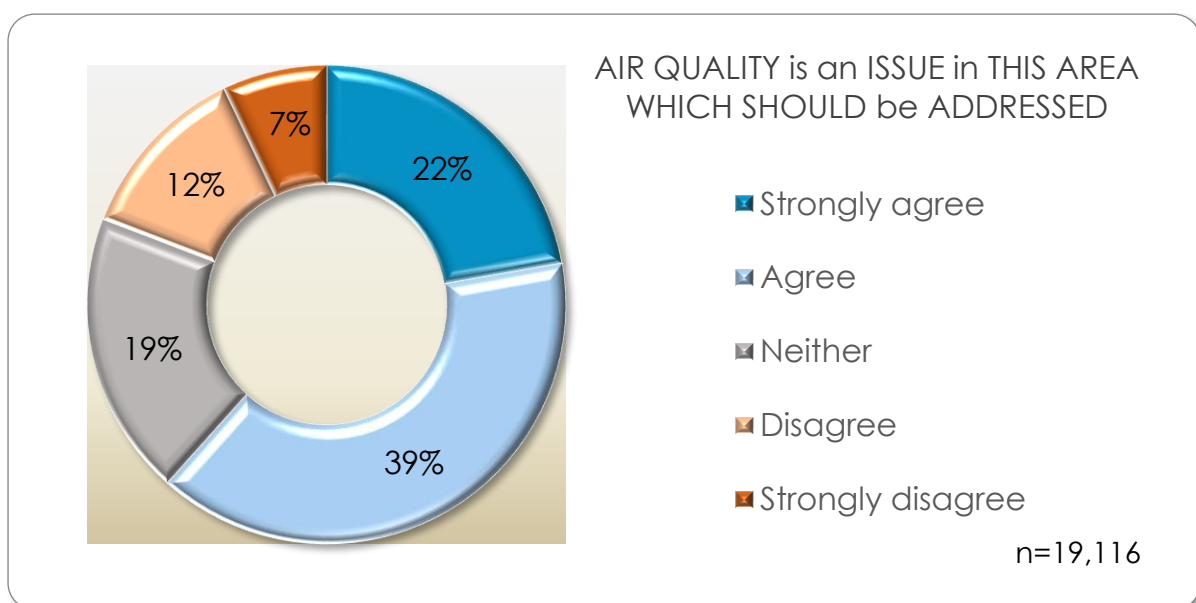
86%

...of survey respondents said that they had read the air quality public consultation documentation prior to participating in the consultation.

n=18,976

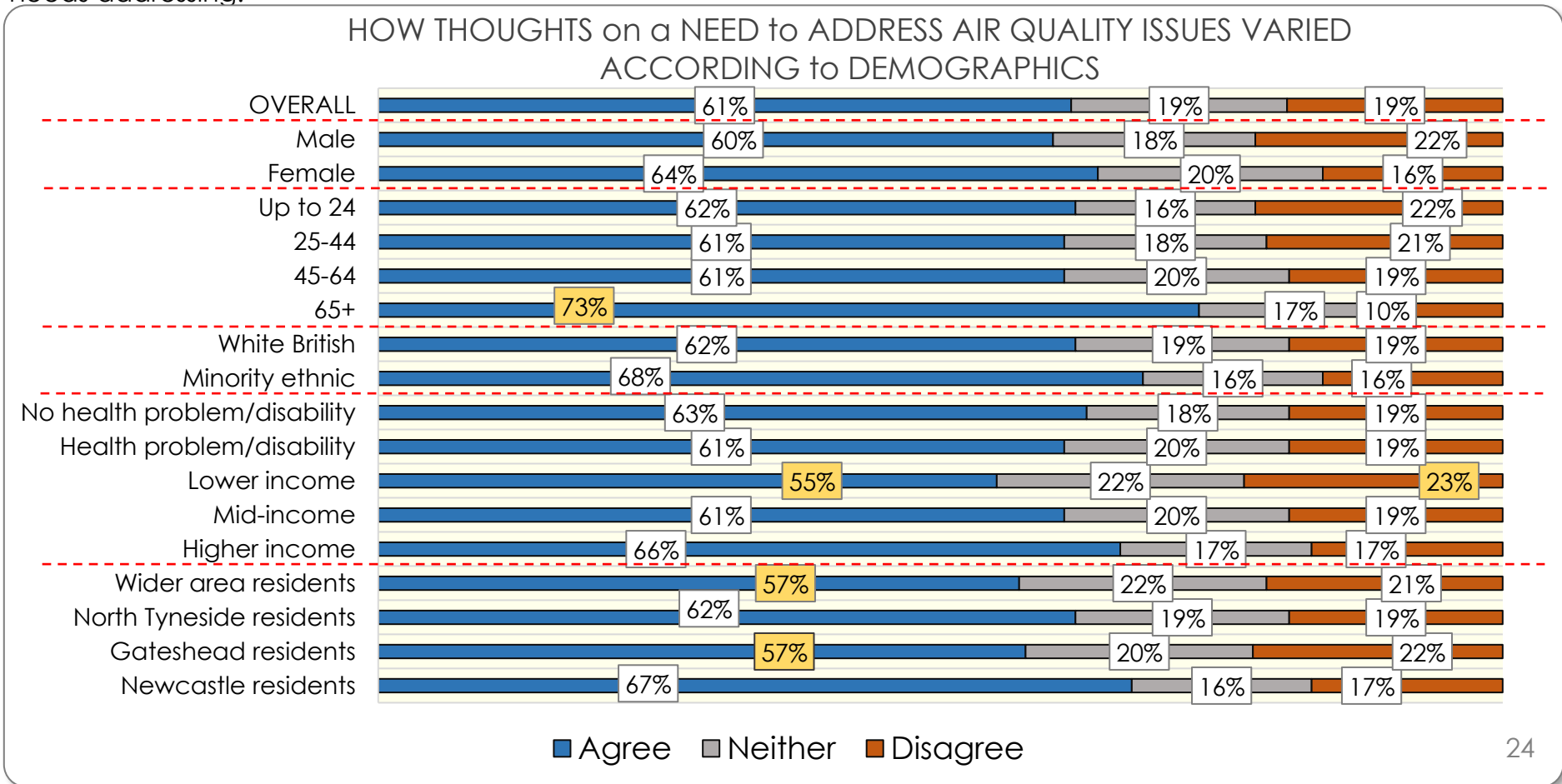
## Thoughts on a Need to Address Air Quality Issues in the Area

In the context of a high level of awareness of air quality issues, over 60% of respondents felt that air quality was an issue in the area which needed to be addressed. This was a view countered by 19% who disagreed and a further 19% holding a more neutral view.



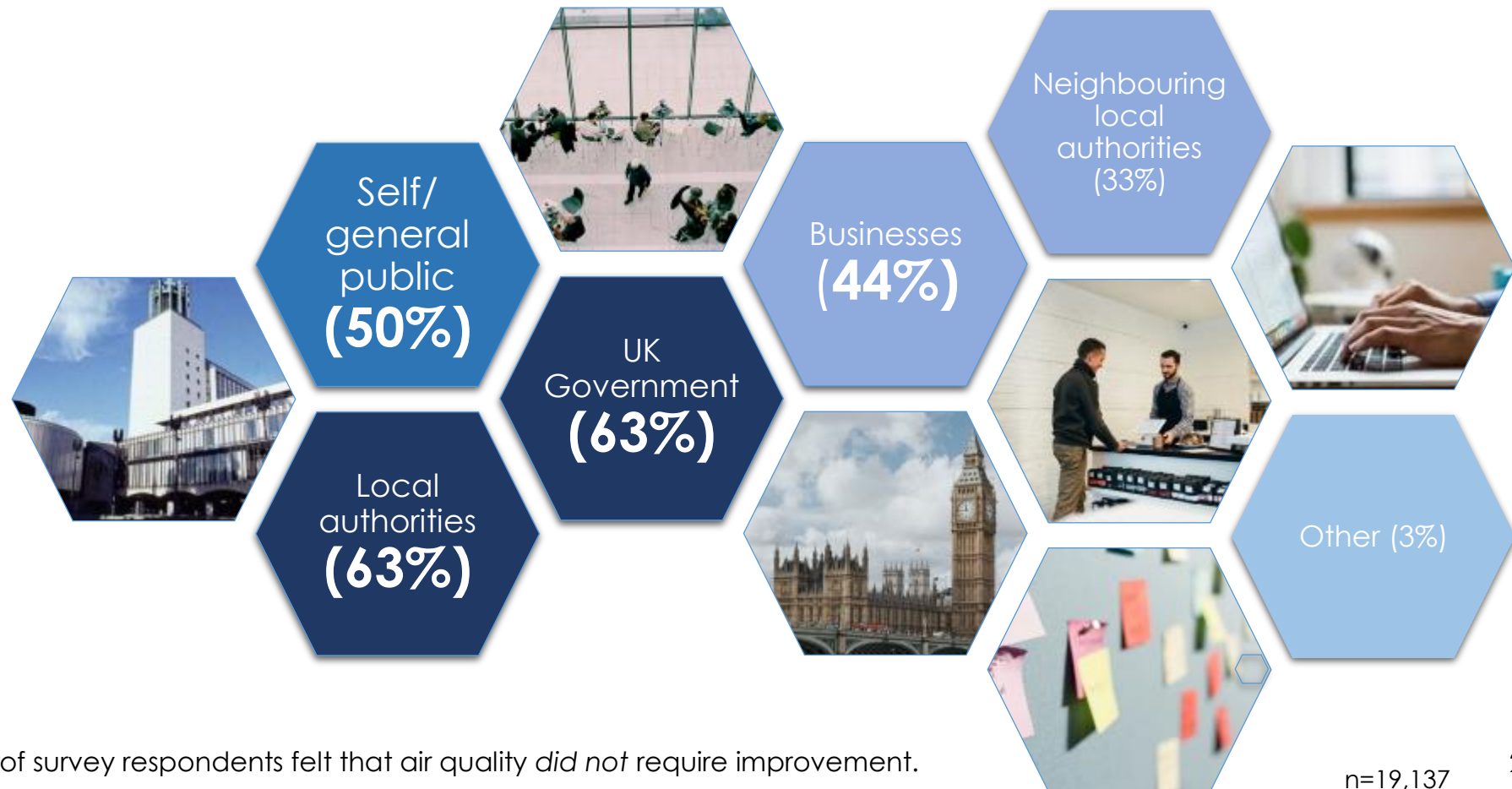
## How Thoughts on a Need to Address Air Quality Issues Varied

Here we summarise thoughts on a need to address air quality issues according to key demographic characteristics. This shows (yellow highlighted boxes) that this perceived need peaks among those aged 65+, and troughs among Gateshead and wider area residents and those with a lower annual household income. Geographically, these are percentages which mirror those of an Insight Panel Survey undertaken by Nexus in August 2018, which found that 87% of Newcastle residents, 67% of North Tyneside residents and 61% of Gateshead residents agreed that air quality was an issue which needs addressing.



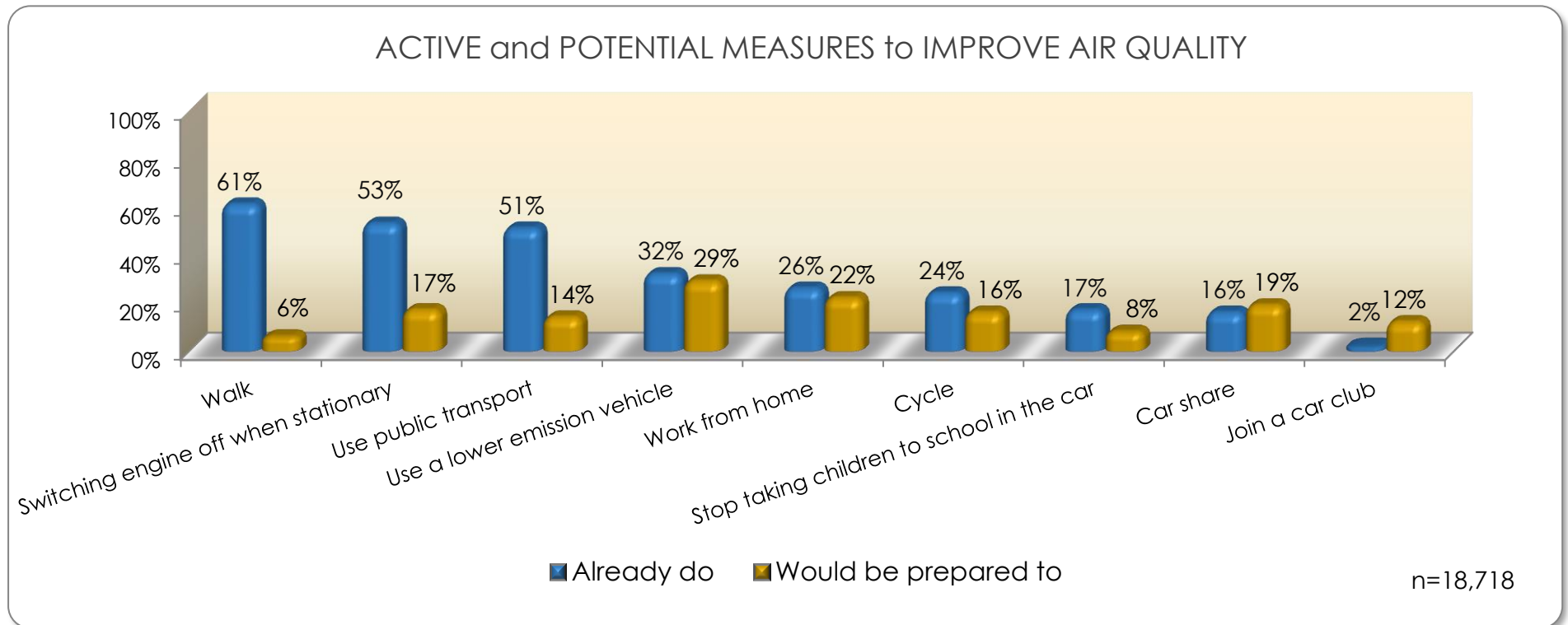
## Thoughts on Where Responsibility Lies for Improving Air Quality in the Area

UK Government and local authorities were most frequently (63%) identified by survey respondents as those with whom responsibility should rest for improving air quality within the area. Half of all respondents identified a self/general public responsibility, whilst over 40% felt that businesses should have responsibility. A third of survey respondents looked to neighbouring local authorities. Note that more than one category could be selected. These survey results suggest that businesses are less likely to be regarded as responsible for improving air quality (44%) than identified in the recent Nexus survey (64%).



## Measures to Help Improve Air Quality

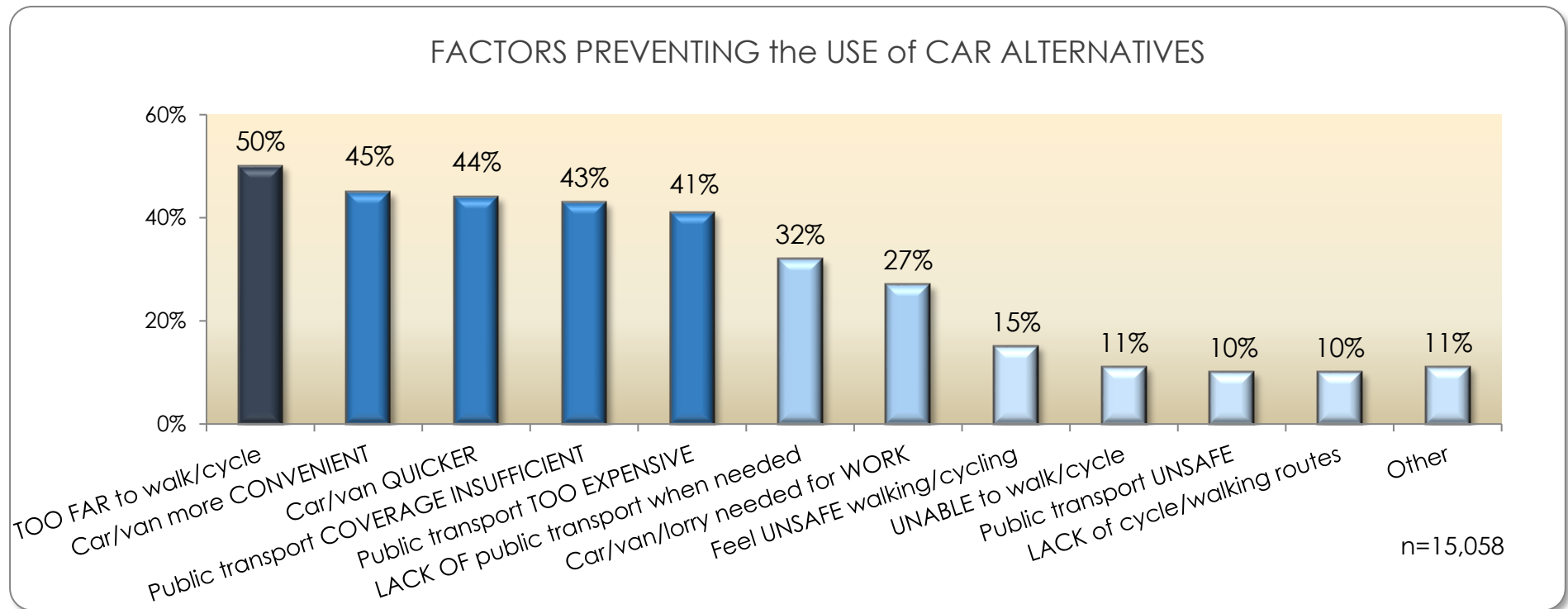
Respondents were also asked to indicate if they were already undertaking, or would be prepared to undertake, any of the following measures to help improve air quality. Note that respondents were not given an option to select 'not applicable'. These percentages show that over two-thirds (67%) of respondents were either *already walking* or *prepared to walk* to help improve air quality. The equivalent figure was 70% in relation to switching off the engine in a stationary vehicle and 65% in relation to use of public transport. Over 60% were either already using or prepared to use a lower emission vehicle.



## Factors Preventing Drivers from Using Alternative Forms of Transport

Participants were also asked to identify any barriers to driving alternatives. An average of 3-4 factors preventing the use of alternatives were identified per respondent.

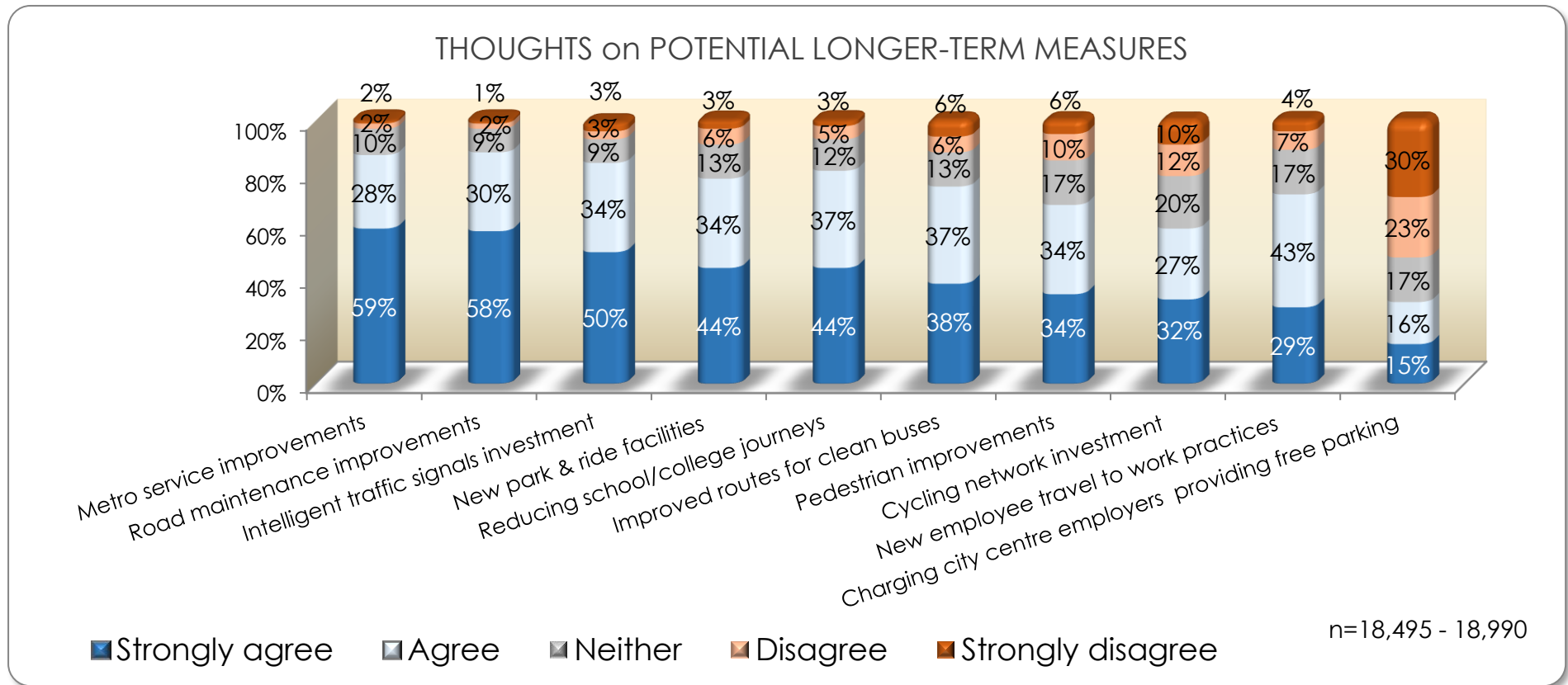
Journey length (50%), convenience (45%), speed (44%), perceptions of inadequate public transport coverage (43%) and public transport deemed as too expensive (41%) emerged as the most frequent barriers to the use of alternatives.



The prominence of the twin factors of *convenience* and *speed* mirrors that identified in the 2018 Nexus survey.

## Views on Longer-Term Investment Measures

Respondents were additionally asked for their views on a number of potential longer-term investment measures. The strongest levels of agreement in long-term investment focused on Metro service improvements (59%), closely followed by improvements to road maintenance (58%). Almost 90% of survey respondents agreed with these potential longer-term measures. However, note a number of additional measures proved attractive – including intelligent traffic signals investment (84%), a reduction in school/college journeys (81%) and new park and ride facilities (78%).



## The Requested Detail of Longer-Term Investment

It's useful to also consider the most frequent participant thoughts underpinning each of these potential longer-term measures, beginning with improvements to Metro services as the measure most agreed with.

n=8,776



### Improving Metro Services

- Feelings that services should be more frequent (particularly in rush hours and post 6pm), with the advantage of also reducing overcrowding
- A need for rail and bus integration/synchronisation
- A need to improve reliability and reduce frequent service delays, breakdowns and cancellations
- Speed the introduction of new rolling stock with bigger, cleaner and more comfortable carriages
- Consider additional Sunday services and ensure services run to timetables
- Extend coverage to the west of Newcastle, Washington, Metro Centre and Chester-le-Street
- Accommodate cycles within carriages
- Upgrade waiting shelters and expand car parks
- Link to park & ride facilities
- Explore integrated 'Oyster' type tickets
- Discount fares and consider reductions for groups such as pensioners.

### Improving Road Maintenance (Including Potholes)

- Felt to be necessary in the context of government austerity cuts which have impacted upon standard and extent of works
- However, concerns that this should be funded via existing sources (such as road, fuel and Council Tax) rather than air pollution reduction initiatives
- Some recognition that removing potholes and thereby improving road safety/reducing risk would improve the likelihood of cycling
- However, there is also both doubt and uncertainty as to how road maintenance links to air pollution, with the possibility of improved road maintenance potentially, and counter-productively, inducing demand
- Thoughts that road maintenance *should* be improved in the context of available air quality monies collected
- Some scepticism that monies collected will not be channelled in this direction
- Some concerns that road maintenance will lead to increased congestion whilst roadworks are ongoing.







## Investing in Intelligent Traffic Signals

- Feelings that intelligent design avoids unnecessarily stopping and delaying traffic and prevents acceleration/deceleration cycles
- Subsequent rewards in reducing pollution caused by vehicles idling at traditional traffic lights
- Some views that improved systems will induce demand and therefore not tackle pollution levels
- Some observations that intelligent installations to date (i.e. on the Central Motorway) have not eased congestion.

Explore and promote:

- This intelligent design into the fundamental infrastructure, not as an afterthought
- Prioritisation of a reduction in stop/start traffic on key routes
- Prioritisation of dedicated lane public transport, pedestrian and cycle flows
- The possibility of deactivating at certain times (e.g. overnight)
- Replacement of all end of life lights with intelligent design lights.

## Providing Park & Ride Facilities

- Perceptions of facilities currently scant or non-existent. Scale to align with other parts of the UK. Look to Durham, York, Cambridge, Leeds and Edinburgh as successes
- Paralleled with Metro Service and public transport improvements in terms of reliability, coverage (both in terms of time and geography) and express services
- Coordinate across the entire region, not just Newcastle
- Plan in conjunction with housing development in outlying areas, e.g. Great Park
- Build in high levels of security, safety, accessibility
- Ensure affordability via discounts, subsidies and free provision
- Ensure capacity available – perceptions that 'Regent Centre is nearly always full'
- Consider 'park and stride' and 'park and cycle'
- Potentially also beneficial for large employers such as HMRC, RVI, Freeman, etc.

Explore potential locations:

- Particularly South of the River Tyne (Davy Roll land, Birtley, Emmanuel College, Lobley Hill, Dunston, Team Valley, close to East Coast main railway line)
- Close to A1 junctions (Angel of the North, Metro Centre, Westerhope, Washington services, Dunston)
- Brownfield/greenfield sites, Metro Zone B area
- East of the city (Walker Riverside, close to Coast Road), West of the City (A69, Elswick)
- North of the City (Killingworth, Alnwick, Morpeth)
- Large employer sites unused at weekends (Longbenton HMRC, etc.).



## Reducing Car-Based School/College Journeys



- Perceptions that peak hour congestion is often dominated by significant numbers of parents making 'school runs', with notably reduced traffic levels in school holiday periods
- Subsequent feelings that school journeys heavily contribute to air pollution in Newcastle.

Explore and promote:

- Walk to school schemes along safe routes
- Provision of zero emission school transport
- Extension of school opening hours to incorporate breakfast and after school clubs, etc. to shift traffic patterns.

Also explore and promote:

- Additional bus routes and frequency of services to schools
- Dedicated school transport with discounted/no cost fares
- More 'lollipop' men and women
- Reduced pupil catchment areas to shorten journey distances
- Smaller, strictly enforced LEZ zones around schools
- Safe cycling schemes – linking to investment in both road and cycle infrastructure.

## Improving Routes for Clean Buses

- Despite a relatively high level of agreement with this potential measure, a number of respondents candidly stated that they were unsure exactly what 'improvement to routes for clean buses' referred to.
- Thus, responses tended to refer to bus services in general, which are felt to require:
  - Many of the improvements detailed in the 'Improving Metro services' category, with a focus on improved reliability, frequency, coverage, integration between services, and convenience
  - A reduction in fares/subsidies to encourage and incentivise usage
  - Regulation to ensure that ALL buses are clean buses
  - A need to strive for unfettered journeys, without delays
  - Acknowledgement that the current public transport infrastructure is not equipped to deal with the impact of a CAZ, LEZ or tolls in the same way that the infrastructure of London and other large cities was able to.



## Improving the Pedestrian Experience



- Improve the aesthetics, cleanliness, maintenance and safety of potential pedestrianised areas, including bridges
- Be realistic in terms of acknowledging climate issues, journey lengths, time constraints and additional practicalities such as mobility difficulties and childcare, which are not always conducive to the idealism of walking/cycling
- Ensure segregation and conflict limitation in designing space for pedestrians and space for cyclists
- Proceed with pedestrianisation of Blakett Street
- Ensure pedestrianisation does not impede access to public transport, particularly for those with mobility issues
- Repair and widen poor paving surfaces to encourage walking
- Link to 'walk to school' schemes and 'walking buses'.

## Investing in Cycle Networks

- Increase the current network of cycling paths/lanes
- Integrate the current network of cycle lanes – 'joining up' provision
- Design wider cycle lanes, segregated from both vehicles and pedestrians
- Invest in safe, secure cycle storage and showers in the city centre
- Include cycle carriage and storage spaces on public transport
- Give cyclists junction priority
- Consider the suitability of bus lanes for cyclists
- Link to cycle incentivisation schemes among employers
- Link to road maintenance and pothole investment to improve paving and road surfacing for cyclists
- Link to investment in park & ride facilities close to Metro stations.

Concerns that:

- Cycle lanes reduce vehicle speeds and increase congestion
- Cycling is not compatible with the British climate nor those who have mobility issues
- Existing cycling provision is over-funded and under-utilised.





## Working with Employers

- Many comments concerned about 'financially penalising businesses' at a time when business is already facing challenging conditions
- Concerns that a charge on employers providing city centre parking spaces will damage business vitality and trade in the city centre, potentially diverting employers and customers
- Feelings that employer charges could be displaced onto both employees and customers

Concerns that:

- Newcastle City Council and other public services should lead by example, considering their position in relation to a city centre based workforce
- The principle of sustainable transport modes and work journeys is often impractical in reality
- Caution is needed in ensuring parking does not displace into nearby residential neighbourhoods.

Also explore and promote:

- A switch of focus away from charges, to incentives and business 'buy-in' to the principle of smarter travel
- Encouragement and incentivisation of employers to further promote work from home policies, flexible and compressed hours schemes, cycling payments, e-bikes, pool cars, workplace dress codes, minibuses, cycle storage, workplace showers, etc. as part of an infrastructure to reduce car usage
- Encouragement of employers to work in partnership with public transport providers to incentivise and discount use
- Consideration of reduced charges if electric vehicle charging points are provided by employers.

## Longer-Term Investment Thoughts

"Synchronised intelligent traffic/pedestrian lights have been used in France for over 20 years and work well. We are behind the times!"

"Get employers to provide incentives or options that will encourage staff out of their cars"

"Getting kids to school is probably one of the biggest issues to be fixed. Congestion is massively reduced during school holidays"

"When visiting York, every major route into the city offers a park and ride option, which I take advantage of, thus reducing city centre car usage"

"Better walking and cycling links are required to make them a more attractive option"

"Road maintenance...? Should this not be getting done anyway?"

"We need safe and secure cycle storage, ideally with showers, especially in the city centre"

"If the causes of the frequent Metro outages were solved and they were able to run more frequently, the Metro would be a much more attractive option to many commuters"

"I'm not sure how routes for buses can be improved but I agree with 'clean buses'"

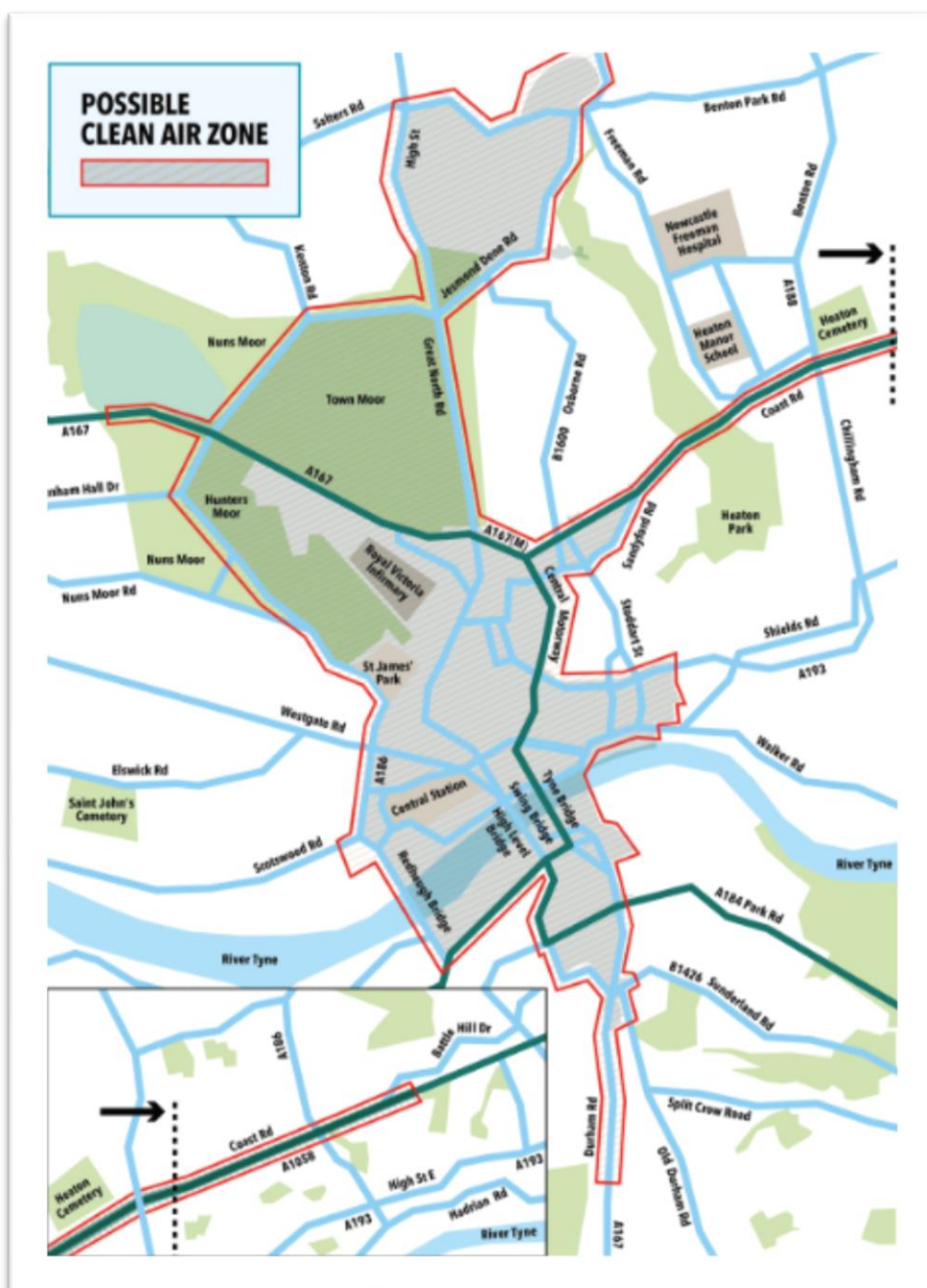
# A Charging Clean Air Zone (CAZ)



## The Proposal for a Charging Clean Air Zone (CAZ)

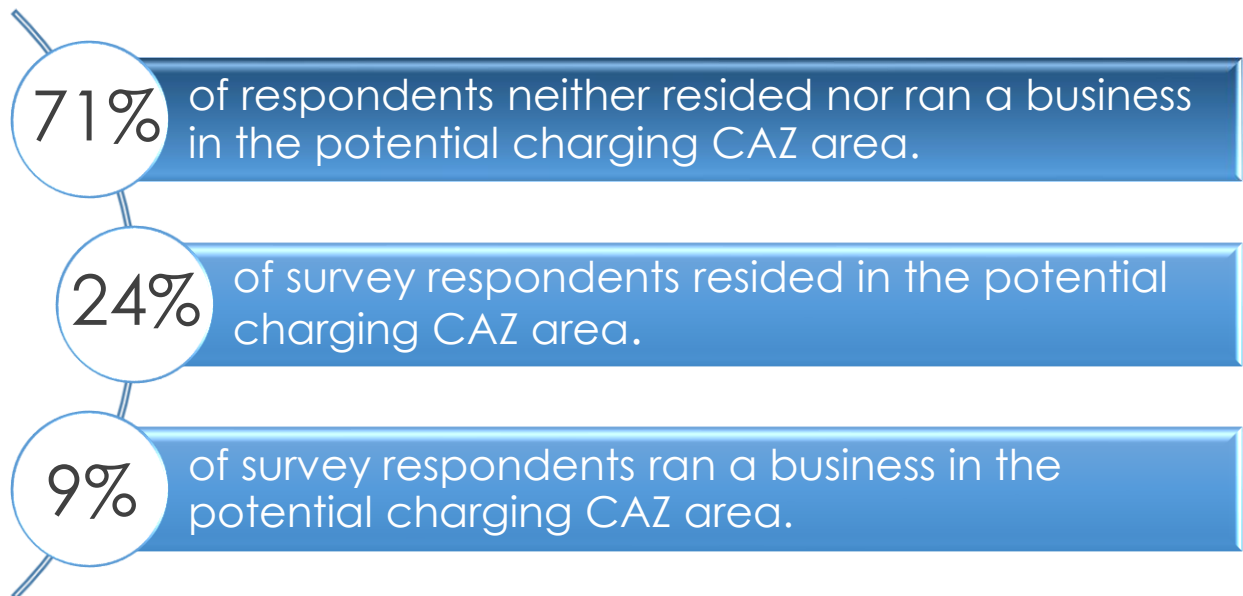
Respondents were asked to consider the proposal for a charging Clean Air Zone (CAZ). Within a charging Clean Air Zone (CAZ), drivers would be required to pay a charge if their vehicle failed to meet minimum emissions standards. Charges would only apply to the most polluting vehicles and the charges would be paid per day, not per visit. The type of vehicle affected depends upon the level of the CAZ. The level of CAZ being considered is a class D. This would apply to all motor vehicles, including taxis, buses, lorries, vans and cars. The current proposal is to not charge motorcycles and mopeds. Newer vehicles and those with zero emissions would not be affected.

The suggested CAZ area was as shown:



## Residents and Businesses in the Potential Charging Clean Air Zone (CAZ) Area

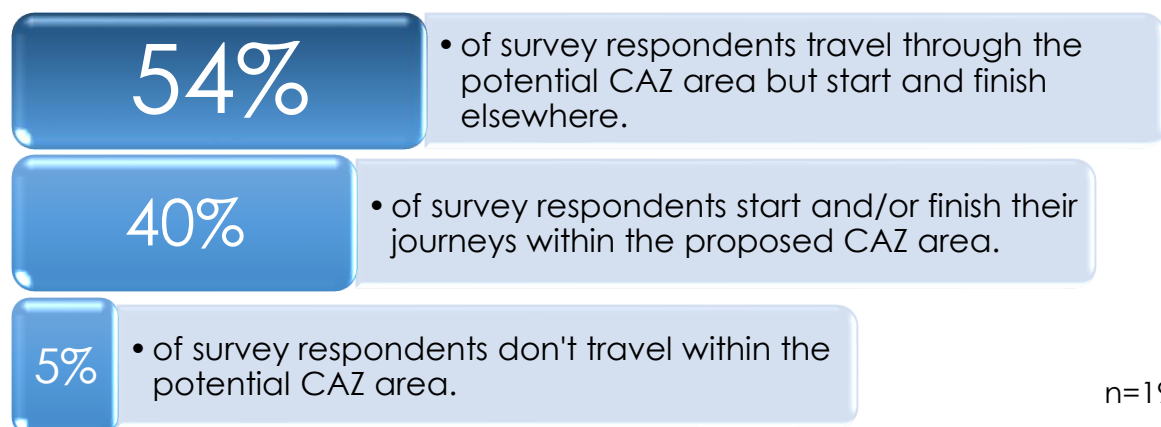
An initial question established the relationship which respondents had with the potential CAZ area. The findings showed that just over 70% of respondents neither resided nor ran a business within the CAZ. 24% were residents within the potential CAZ area and 9% ran a business within it. Note some overlap where some respondents were both *residing* and *running a business* within this area.



n=18,932 -19,065

## The Nature of Journeys through the Potential CAZ area

Respondents were typically either travelling through the potential CAZ area (but starting/finishing elsewhere) (54%) or starting and/or finishing their journeys within this area (40%).



n=19,073



## Transport Within and Through the Potential Charging Clean Air Zone (CAZ)

A majority of respondents (75%) travelled through the potential CAZ area in a car.



Car: 75%



Public transport: 14%



On foot: 4%



Cycle: 3%

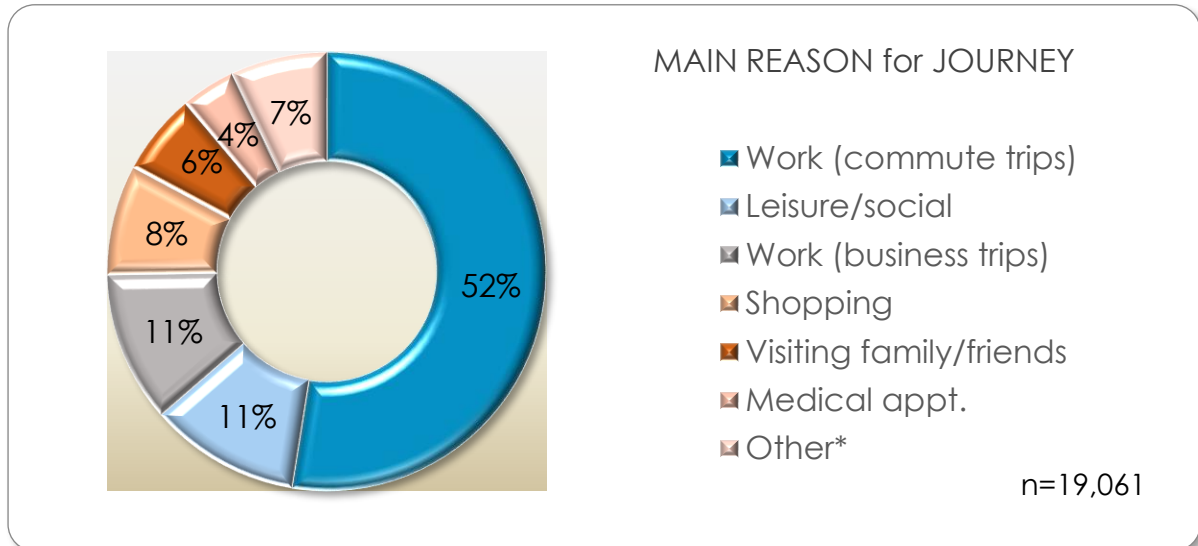


Other (taxi, van, motorcycle, moped and lorry): 4%

n=19,028

## The Main Purpose of Journeys Within and Through the Potential Charging CAZ Area

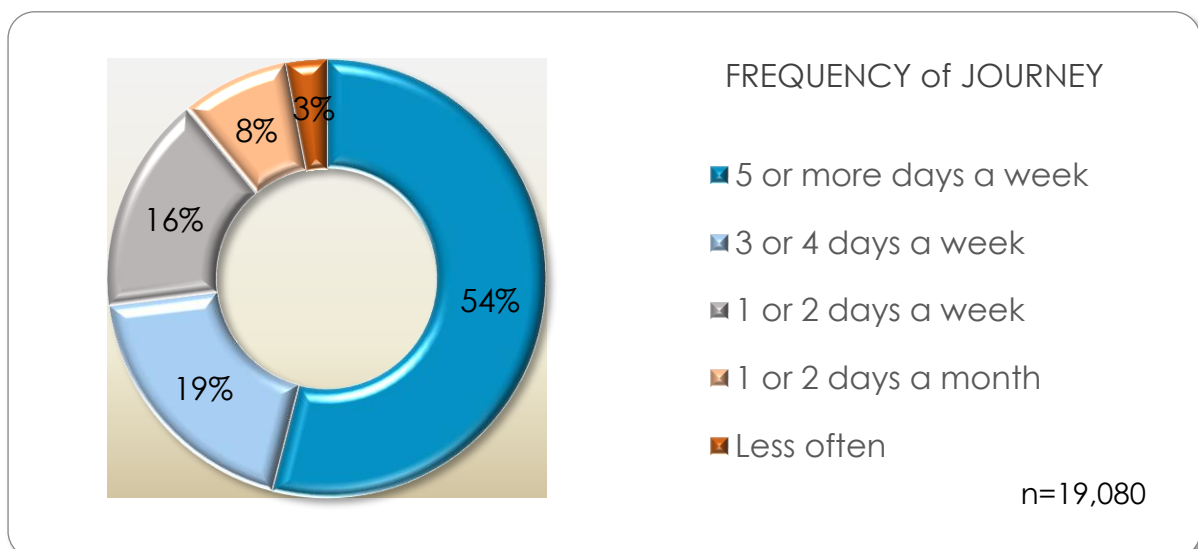
Work trips – including mainly commute trips but also business trips – were the most typical reason for journeys within and through the CAZ – as specified by almost two-thirds (63%) of respondents



\*including taking children to school or other activities, education or study and other unspecified reasons.

## The Frequency of Journeys Within and Through the Potential CAZ Area

54% of respondents were travelling within and through the CAZ area at least 5 days a week. Almost 90% were travelling within or through the area at least weekly.



## Opinion on the Principle of Establishing a Charging Clean Air Zone (CAZ)

On balance, a higher percentage of respondents *disagreed* (52%) than *agreed* (36%) with the proposal to establish a charging Clean Air Zone (CAZ).



52%

...of survey respondents **DISAGREED** with the principle of the potential charging Clean Air Zone

...over a third (34%) strongly disagreed.

In contrast, 36% agreed, whilst 12% held a neutral view.

n=18,981

Disagreement Peaks Among Diesel Users, Those Running a Business and/or Those Making Work and/or Frequent Trips within the Potential CAZ Area

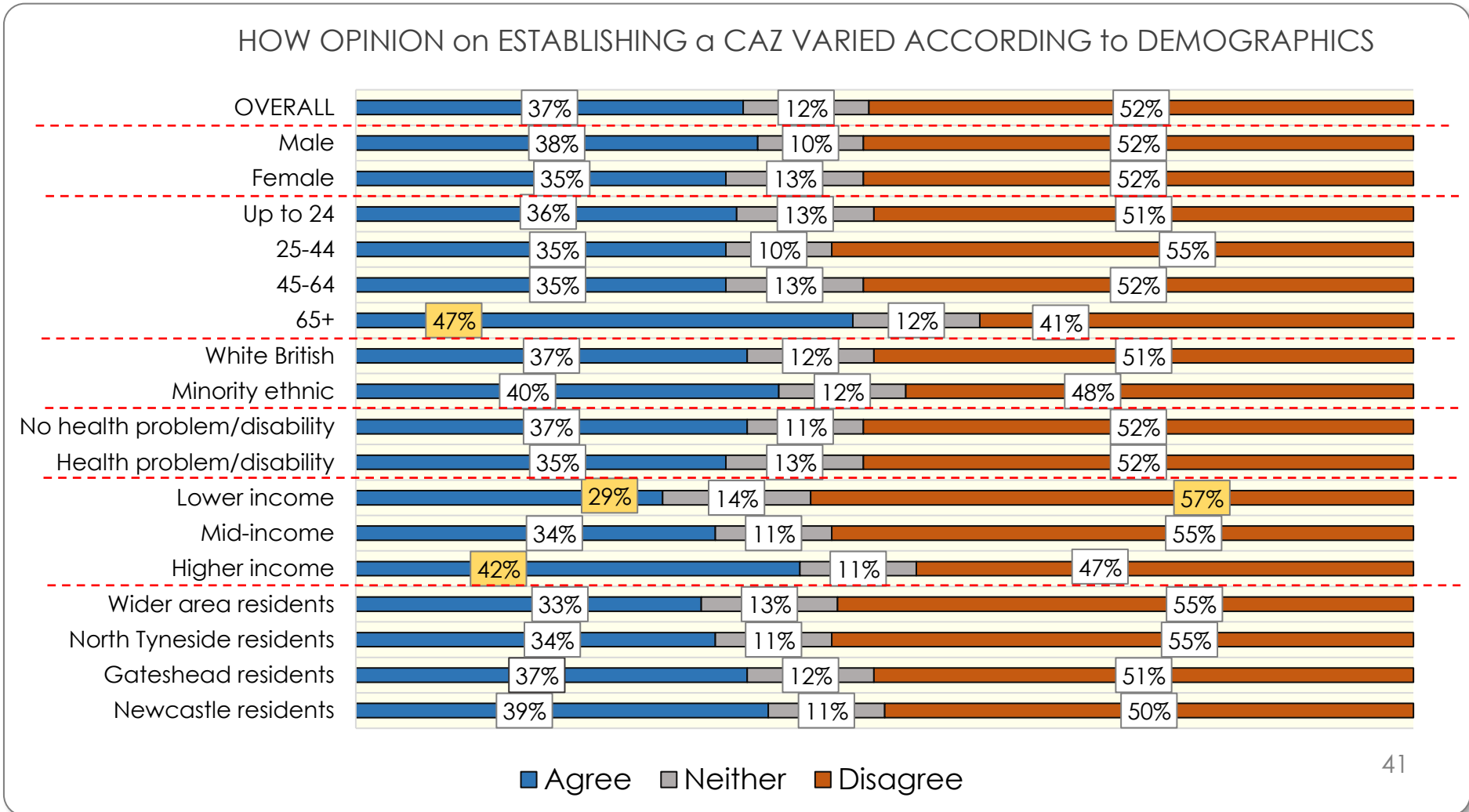
Diesel users are more likely to disagree with the CAZ (63%) than those using petrol or another type of fuel.

65% of those running a business *within* the potential area and over 60% of those who indicated business trips as the main reason for their journeys *through* the potential area, disagreed with the idea of a CAZ.

Note also that the more frequent the journeys made through the potential CAZ area, the higher the level of disagreement with the idea.

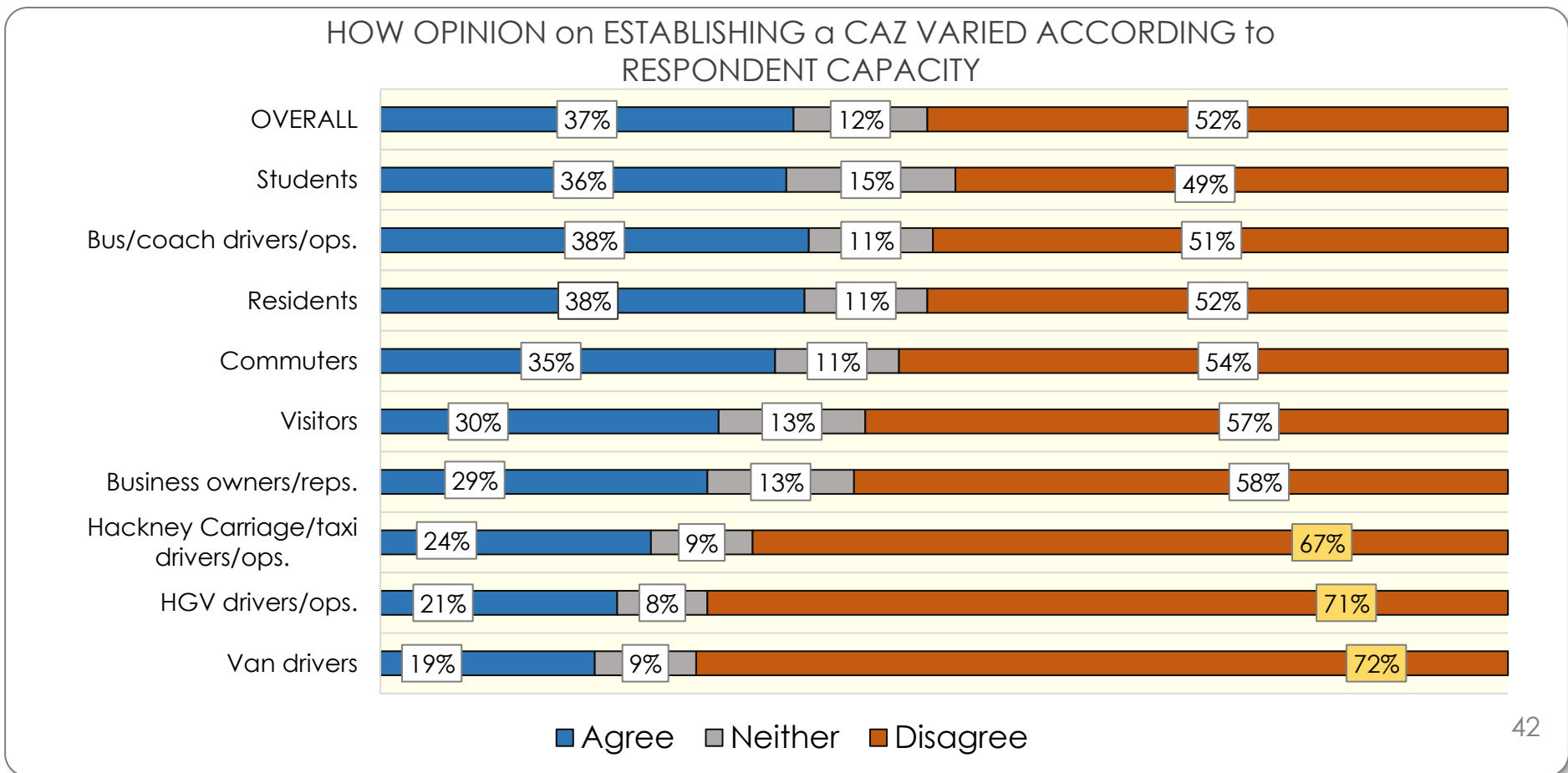
## How Opinion on the Principle of Establishing a Charging Clean Air Zone (CAZ) Varied

It's also useful to summarise thoughts on the principle of establishing a CAZ according to key demographic characteristics. This shows that agreement peaks among those aged 65+, and those with a higher annual household income, and troughs among those with a lower annual household income. Appendix 2 presents further analysis of views by postcode district.



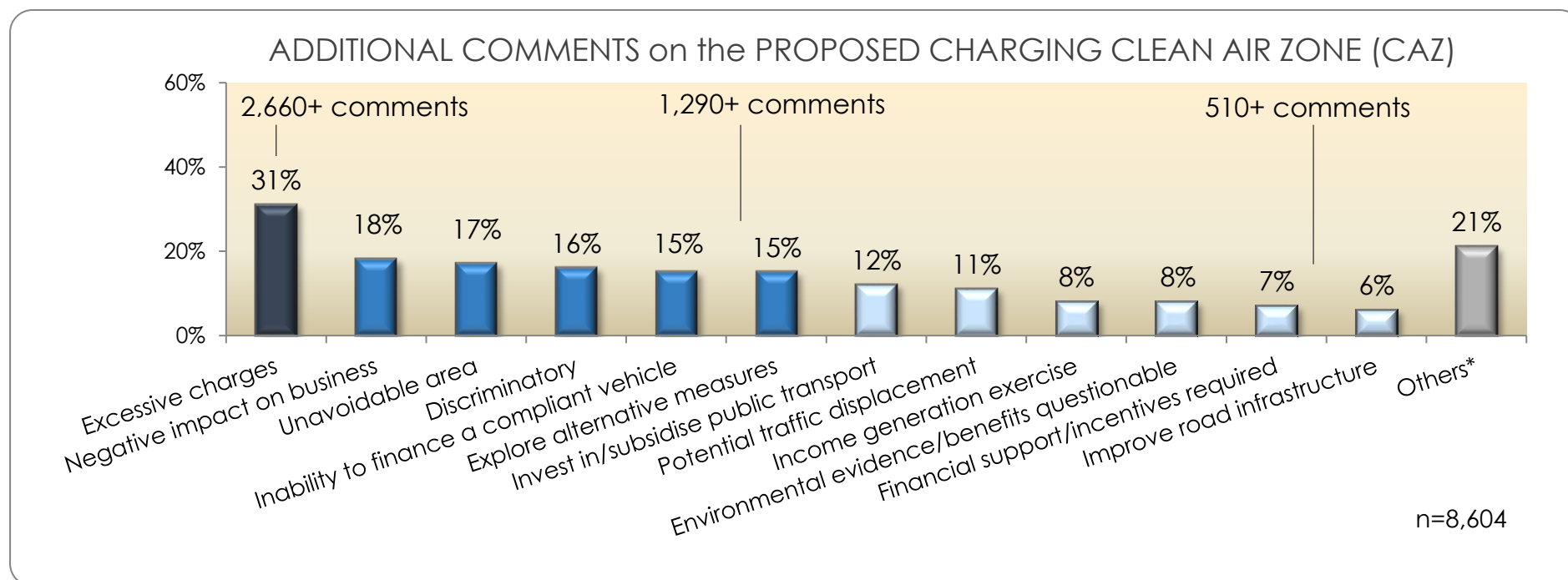
## How Opinion on the Principle of Establishing a Charging Clean Air Zone (CAZ) Varied by Respondent Capacity

It's also useful to summarise thoughts on the principle of establishing a CAZ according to the capacity in which respondents were participating in the consultation. This shows that in all categories bar students there is majority disagreement with the principle of a CAZ. This disagreement peaks among drivers of Hackney Carriages, taxis, HGV's and vans. Note that percentages can be skewed as respondents often indicated more than one 'capacity' category, and also due to some categories (i.e. residents) being notably bigger than others (i.e. HGV drivers).



## Additional Comments on the Proposed Charging Clean Air Zone (CAZ)

All additional comment categories (together with number of respondents) are shown below. The six most frequent themes of excessive charges (31%), a negative impact on business (18%), an unavoidable area (17%), the perceived discriminatory nature of the CAZ (16%), the inability to finance a compliant vehicle (15%), and a need to explore alternative measures are expanded upon overleaf. However, note accompanying perceptions of a need to invest in and subsidise public transport (12%), concerns relating to potential traffic displacement (11%), the opinion that the CAZ was fundamentally a money-making scheme (8%) with questionable environmental evidence and benefits (8%). Providing financial support and incentivising compliance (7%) whilst also improving the surrounding road infrastructure also featured (6%).



\*Other comments focused on general criticisms of, or compliments about, the CAZ in principle, the thought that an excessive number of vehicles/types would potentially incur charges, questions on the practicalities of the CAZ in operation, concerns that the parameters of the CAZ would change in time and miscellaneous others.

# Key Themes on the Proposed Charging Clean Air Zone (CAZ)

Fewer than half of all respondents chose to make additional comments on the CAZ. However, a diverse array of additional comments on the proposed CAZ were made. Many of these comments were made by those who disagreed (often strongly) with the proposals, and as such their accompanying comments were critical in nature. In contrast, many of those who agreed with the CAZ chose not to make additional comment, despite their agreement. In this context, the six most frequent themes focused on:

n=8,604

## Excessive Charges

- £12.50 per day regarded as excessive
- Potential resulting increase in the cost of goods, services, deliveries & public transport
- Financial hardship leading to quality of life erosion and stress
- Inability to access employment due to travel to work costs

## Negative Impact on Business

- In the context of an already challenging trading economy
- Depression of the regional economy due to reduced & deflected spend to other areas/online commerce
- Decreased profitability of businesses (particularly small businesses being less able to absorb costs)
- Direct increase in business costs e.g. for those operating within the CAZ
- Impact on those travelling through to undertake their business
- Staff employment & retention issues

## Unavoidable Area

- Regarded as 'punitive geography' as a result of major routes passing through it
- Proposed geographical area regarded as unavoidable for essential journeys such as travel to work, medical appointments and family/friend visits, both travelling through and to the CAZ
- Timing of essential work journeys outside of standard public transport hours (e.g. shift workers) and coverage
- Little consideration for residents within/near to the CAZ area

## Discriminatory

- Regarded as discriminatory against those with lower incomes
- Targets those less likely to already have a compliant vehicle and less likely to be able to purchase one
- Unfair on those with mobility issues
- A 'tax on the poor'
- Punishing blue collar workers

## Inability to Finance a Compliant Vehicle

- Some with non-compliant vehicles indicate that they are simply financially unable to upgrade

## Explore Alternative Measures

- Remodel charges to be more/less inclusive of different times, driver categories, etc.
- Consider alternatives including different fuel types, greening, electric buses & education to reduce car usage
- Consider wider contributory factors

## Thoughts on Establishing a Charging Clean Air Zone (CAZ) Area

"I think it's fair to say that potentially having to pay out £350 a month would undoubtedly tip me and my family over the precipice into financial oblivion"



"Being a wheelchair user and not being able to self propel, I will NOT be able to go into Newcastle to see family, have hair appointments or shop. Sadly, small businesses will go under with these charges"



"This feels like you are targeting the poor. 'Can't afford a newer car? Well, you'll have to go on expensive, unreliable public transport!'"



"The proposed area precludes most routes so there will simply be more driving required to avoid them....leading to more pollution"



"£1,500 scrappage is unlikely to make any difference to the ability to purchase a new car. Also, interest-free loans are not a good idea for people most likely to be in debt already"





## Opinion on the Potential Charging Clean Air Zone (CAZ) Geographical Area

There was a clear and majority level of disagreement with the potential CAZ geographical area.

60% of survey respondents disagreed with this area, with many (over 40%) expressing *strong* disagreement.

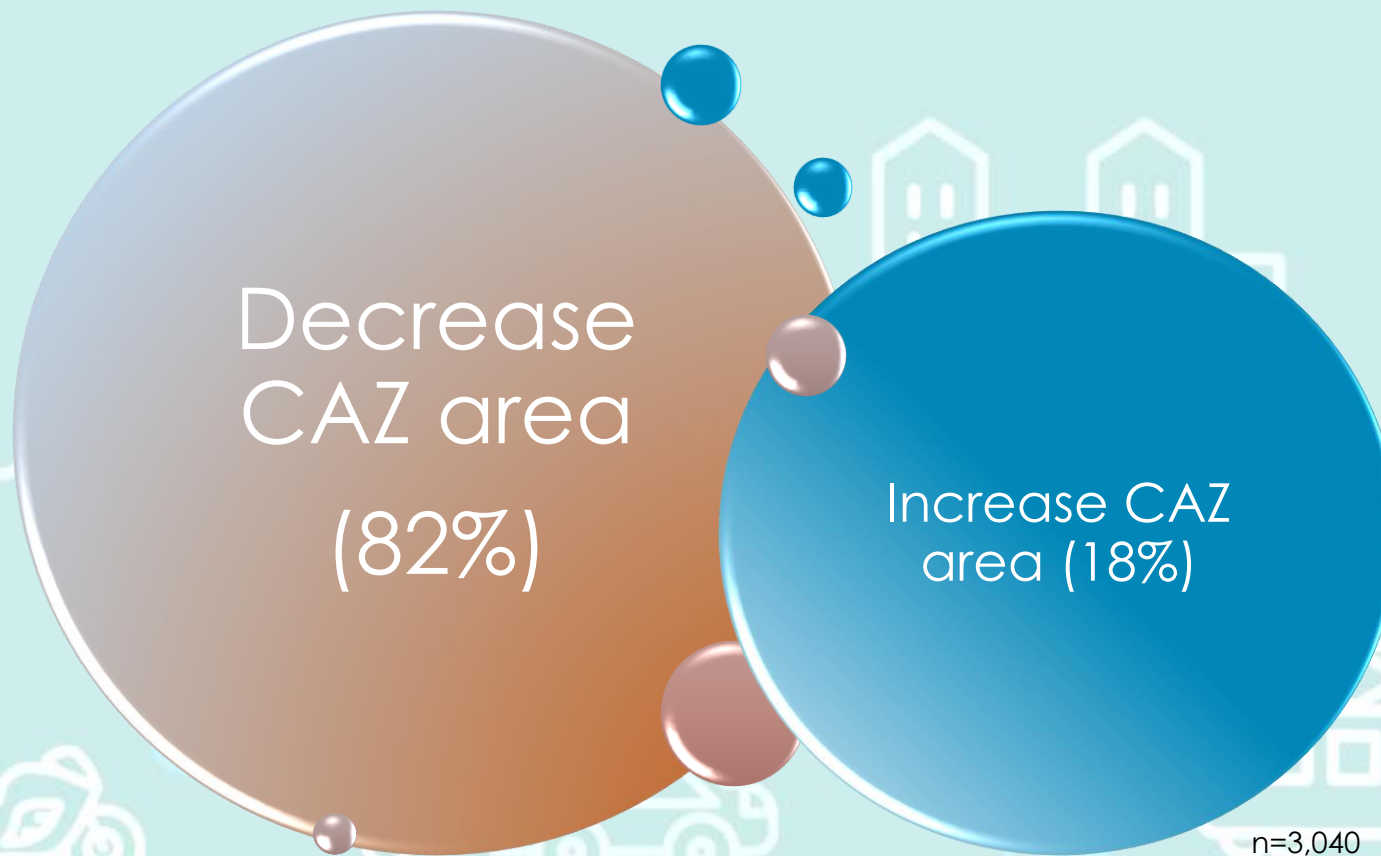


n=19,032

## Perceptions of the Coverage of the Proposed Charging Clean Air Zone (CAZ) Area

When asked to provide additional comments relating to the area which SHOULD be taken into account in forming a CAZ, many respondents either chose not to comment (55%) or instead (29%) chose to focus on the perceived *IMPACT* of this proposal (reflecting those concerns detailed on pages 43 to 45 of this report).

Leaving these aside, it's useful to consider the nature of those 16% of respondents who DID focus on the actual geographical area. Of those who *did* comment on the actual geographical area, 82% requested a decrease in size, in contrast to 18% who requested an increase. Note that percentages shown below are of those who *DID* comment on the geographical area of the CAZ.



## Suggestions to Improve the Charging Clean Air Zone (CAZ) Geographical Area

Suggestions to improve the CAZ area should be viewed in the context of survey respondents often feeling that the *fundamental principle* of the CAZ was a poor idea.

Thus, suggestions for which areas should be taken into account were frequently along the lines of 'none of it', with those areas causing most concern heavily suggested for removal.



- ALL OF IT
- Areas outside of the city centre core
- Areas wider than the Central Motorway A167 (M)
- Hospitals (i.e. RVI and access to the Freeman)
- The Coast Road (A1058)
- Residential areas such as Gosforth, Jesmond & Sandyford
- Gosforth High Street
- The bridges
- Gateshead

- A generally larger area
- Hollywood Avenue, Garden Village & Salters Road, Gosforth
- The Western Bypass
- Retail suburbs including Chillingham Road and Shields Road
- West to include Denton Road, Westgate Road, Scotswood Road, Cowgate Roundabout and Stamfordham Road
- East to include Jesmond and Osborne Road areas
- The Coast Road (A1058)
- School areas
- More residential areas
- A1 (M) Metro Centre to Blaydon

## Additional Detail Underpinning Suggestions for Geographical Additions and Removals to the Proposed CAZ Area

Those advocating the *partial or total removal* of the CAZ area from the proposals were frequently concerned about the potential *impact* of the proposed area, underlining many of the aforementioned issues with the area. These issues included:

- **Restricted access** for those working at, and using medical facilities
- **Displaced pollution** due to a dispersal of traffic to alternative routes and smaller roads less equipped for traffic volumes
- **Lifestyle restrictions** imposed on residents living in/near to the CAZ area
- **Disruption** of direct route journeys
- **Depressed city centre trade** due to a desire to avoid the CAZ
- **Financial hardship to city centre businesses** due also to increased delivery charges
- **Staff retention problems** within city centre businesses
- **Depressed Gosforth High Street trade** due to a desire to avoid the CAZ
- **An inability to practically avoid the CAZ** due to work/essential journey obligations
- **Financial hardship** as a result of having to pay CAZ charges and/or replace non-compliant vehicles (note mobility scheme vehicles can only be changed every three years and often require additional adaptation; specialist vehicles are more difficult to replace, larger fleets will accrue larger replacement costs, special education fleet vehicles are potentially older with impact implications for education budgets)
- **Increased public transport fares** due to absorbed charges
- **Scepticism** of the levels of pollution evident.

In contrast, those advocating an increased CAZ area were frequently concerned about the proposed area not extending far enough, with the opportunity to include additional areas regarded as currently experiencing:

- **Heavy volumes** of/congested traffic
- **Poor air quality** due to this volume

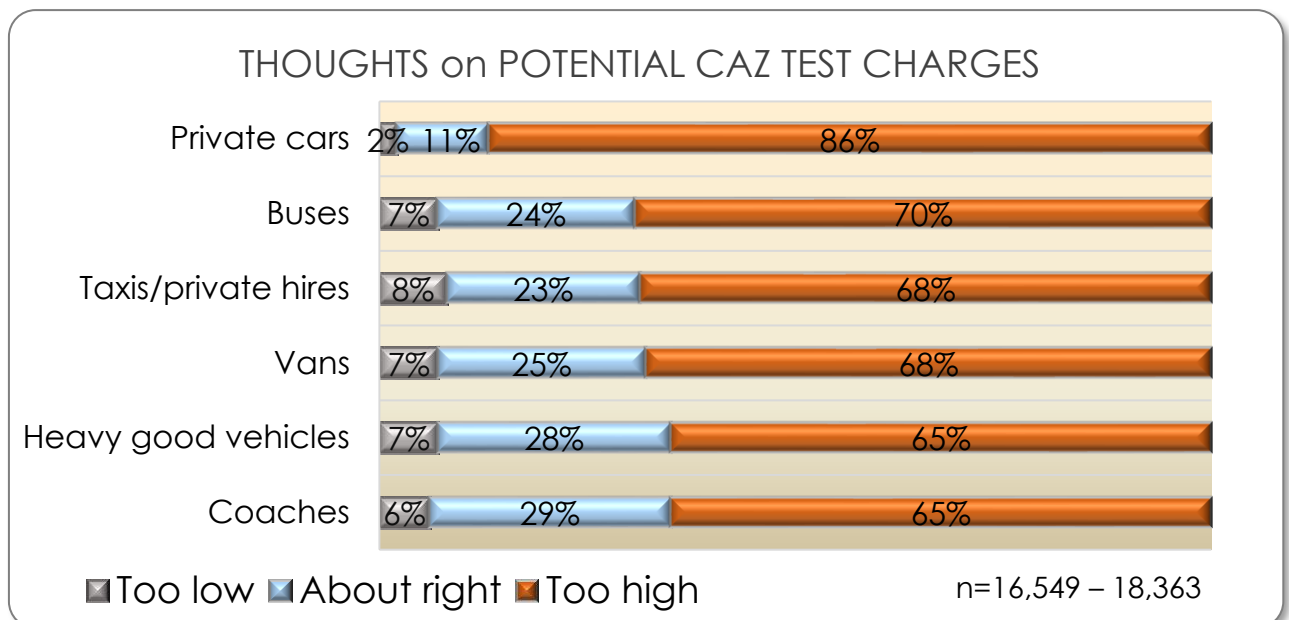
and/or a *potential increase* in these due to displacement of traffic as a result of a CAZ being introduced.

## Opinion on Potential Charging Clean Air Zone (CAZ) Test Charges

Leaving aside the geographical area of the potential CAZ, respondents were also asked to consider the following test charges:

<b>Heavy goods vehicles, buses and coaches: £50 per day</b>	<b>Taxis, private hire vehicles, vans and private cars: £12.50 per day</b>
---	--

A majority of survey respondents regarded these test charges as excessive across each and every category of vehicle type. This was a view which peaked in relation to charges for private cars, which 86% regarded as too high.



### Majority Criticism of Potential Charging Clean Air Zone (CAZ) Test Charges for Private Cars

Views on test charges for private cars were regarded as excessive by a majority of survey respondents, regardless of whether they mainly started and finished their journeys in the CAZ area (84% saying too high), travelled through the CAZ area (89% too high) or did not travel through the CAZ area (80% too high).

Similarly, if we look at *mode of travel* through the potential CAZ area, there is a majority view of excessively high charges for private cars expressed by car users, public transport users, pedestrians, van, lorry and taxi users, and motorcyclists. Only in relation to cyclists does this majority feeling of excessive charges dip below the 50% mark.

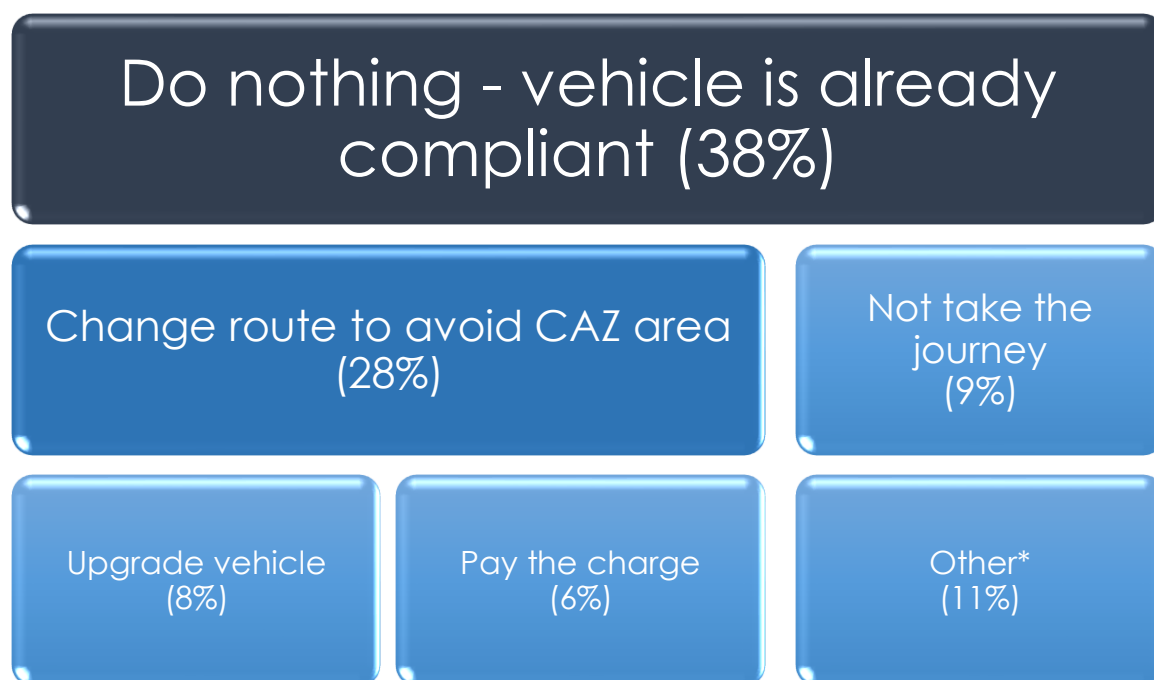
## Responding to a Potential Charging Clean Air Zone (CAZ)

Around 40% of survey respondents indicated that their vehicle was already compliant with minimum emissions standards, requiring no action on their part.

This percentage approximately aligns with that mentioned in the Air Quality Feasibility Study Strategic Case, which estimates 40-60% compliance.

However, it should be noted that some respondents expressed uncertainty over both the concept of compliance and their vehicle. As the survey did not ask a specific question about vehicle compliance it is not possible to confirm levels of compliance.

Around 30% would actively detour their route to avoid the CAZ area. Just 9% would not make the journey, 8% would upgrade their vehicle and 6% would pay the CAZ charge.



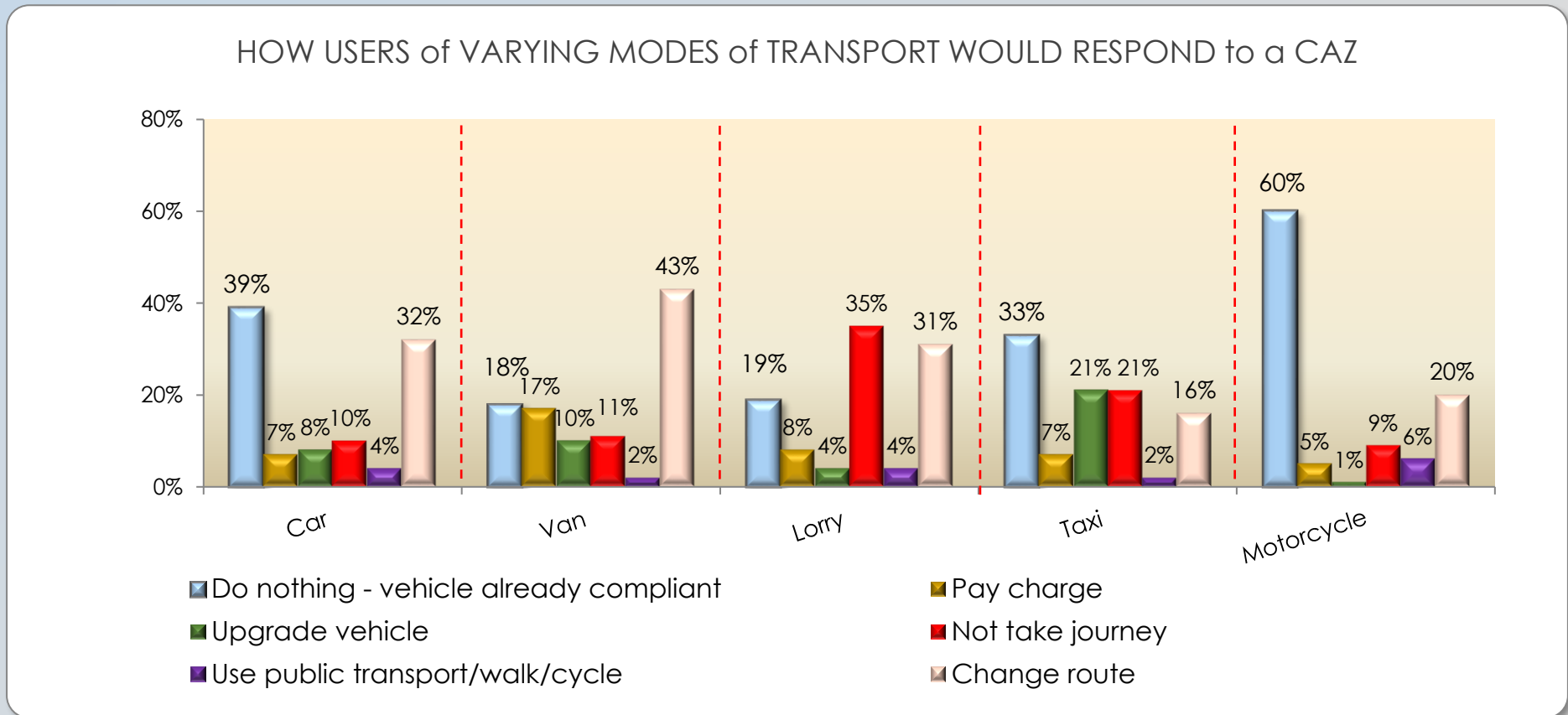
\*including respondents who indicated not driving (5%) and those who would use an alternative mode of transport including public transport (4%) or walking/cycling (2%).

n=18,677



## How Responding to a Potential Charging Clean Air Zone (CAZ) Varied by Transport Mode

If we look at how survey respondents using different modes of vehicular transport would respond to the CAZ it's evident that almost 40% of car users anticipated no action in the context of vehicle compliance. However, the most frequent action was to change route to avoid the CAZ (32%). This was also the most frequent action anticipated by van users (43%). The most frequent action anticipated by lorry users was to not take the journey (35%). Note that very small percentages of respondents (2-6%) across all transport modes anticipated switching to public transport, walking or cycling.



# A Low Emission Zone (LEZ) & Tolls

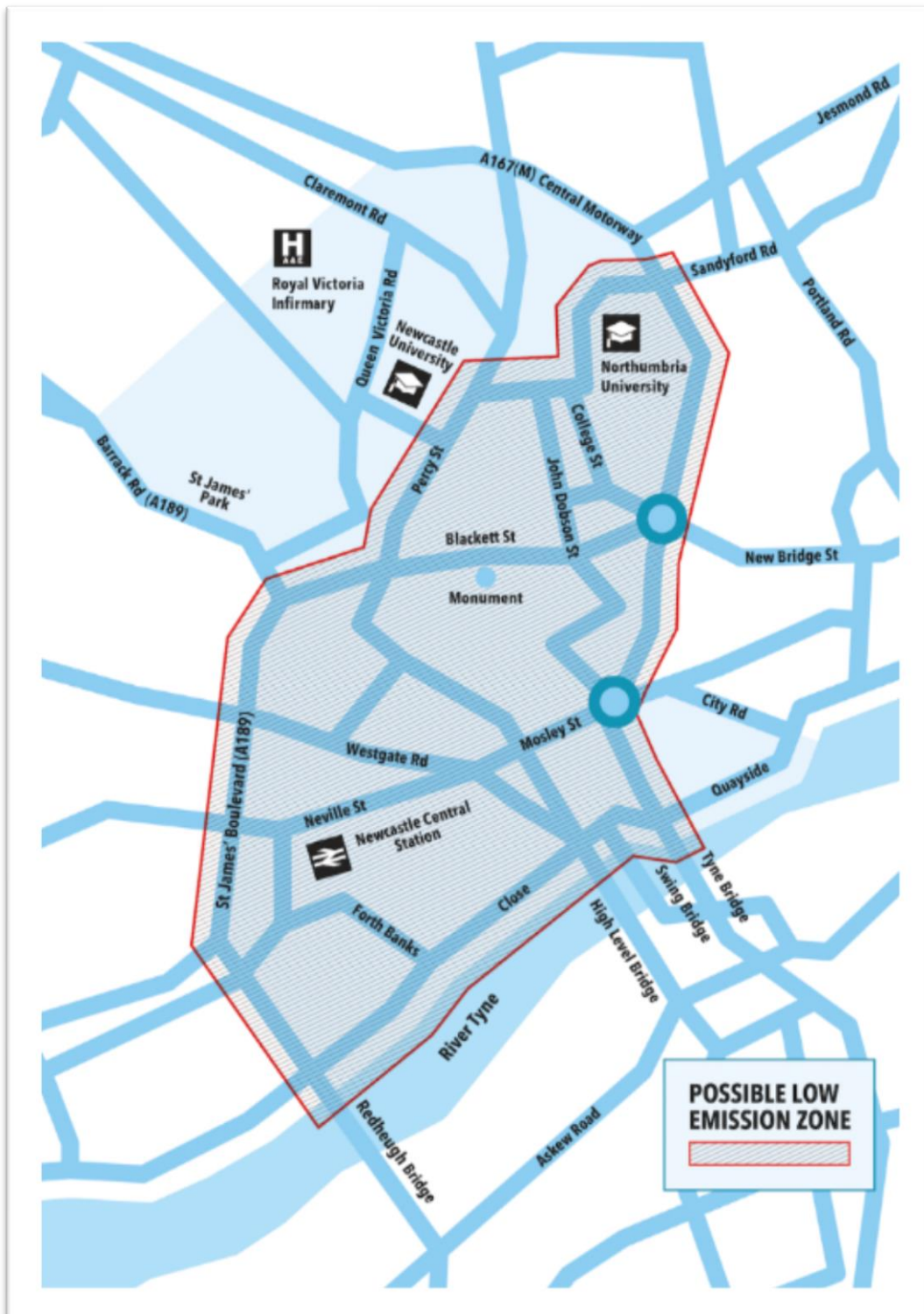




## The Proposal for a Low Emission Zone (LEZ) & Tolls

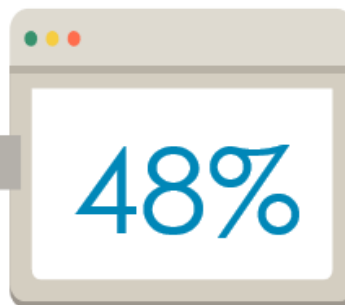
Respondents were also asked to consider the proposal for a Low Emission Zone with tolls. Under a Low Emission Zone, buses, lorries and taxis that did not meet minimum emissions standards would be banned from entering or moving within the proposed area. Banned vehicles entering the Low Emission Zone would be fined.

The suggested LEZ area was as shown:



## Opinion on the Principle of the Potential Low Emission Zone (LEZ)

On balance, a higher percentage of respondents *disagreed* (48%) than *agreed* (38%) with the proposal to establish a Low Emission Zone.



...of survey respondents  
**DISAGREED** with the principle of  
the potential Low Emission Zone

...almost 30% strongly disagreed.

However, in contrast, 38% agreed, whilst 14% held a neutral view.

n=18,869



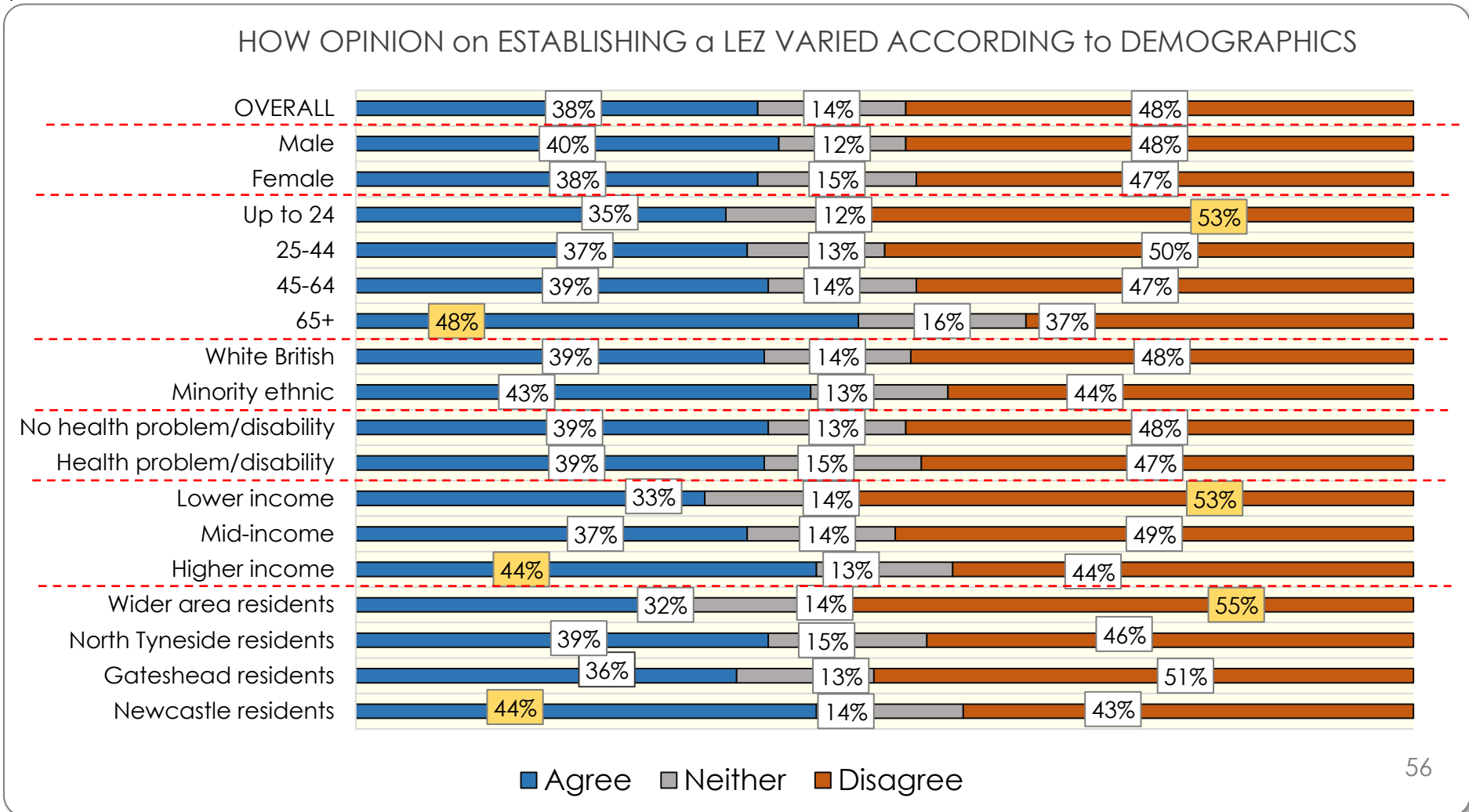
### Disagreement Peaks Among Businesses and those Residing South of the River Tyne

Almost 60% of those participating in the online survey as a business owner or representative disagreed with the idea of a Low Emission Zone (LEZ). This was a figure which compared with 46% disagreement among residents.

Note also that disagreement peaks among those residing South (54%) compared to North (44%) of the River Tyne.

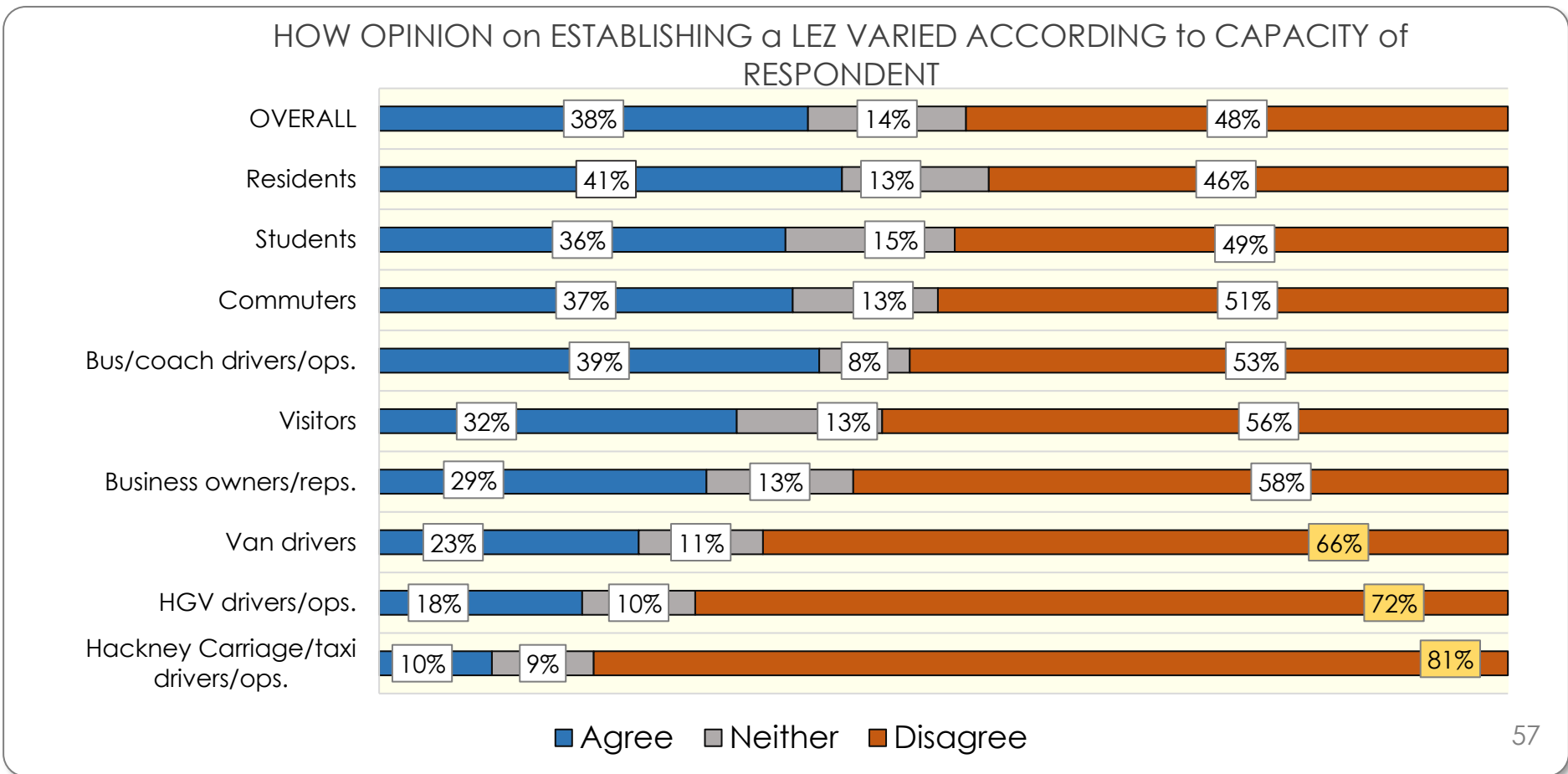
## How Opinion on the Principle of Establishing a Low Emission Zone (LEZ) Varied

It's also useful to summarise thoughts on the principle of establishing a LEZ according to key demographic characteristics. This shows that agreement peaks among those aged 65+, those with a higher annual household income and Newcastle residents. Disagreement peaks among those aged up to 24, those with a lower annual household income and wider area (outside of Newcastle, Gateshead and North Tyneside) residents. Appendix 2 presents further analysis of views by postcode district.



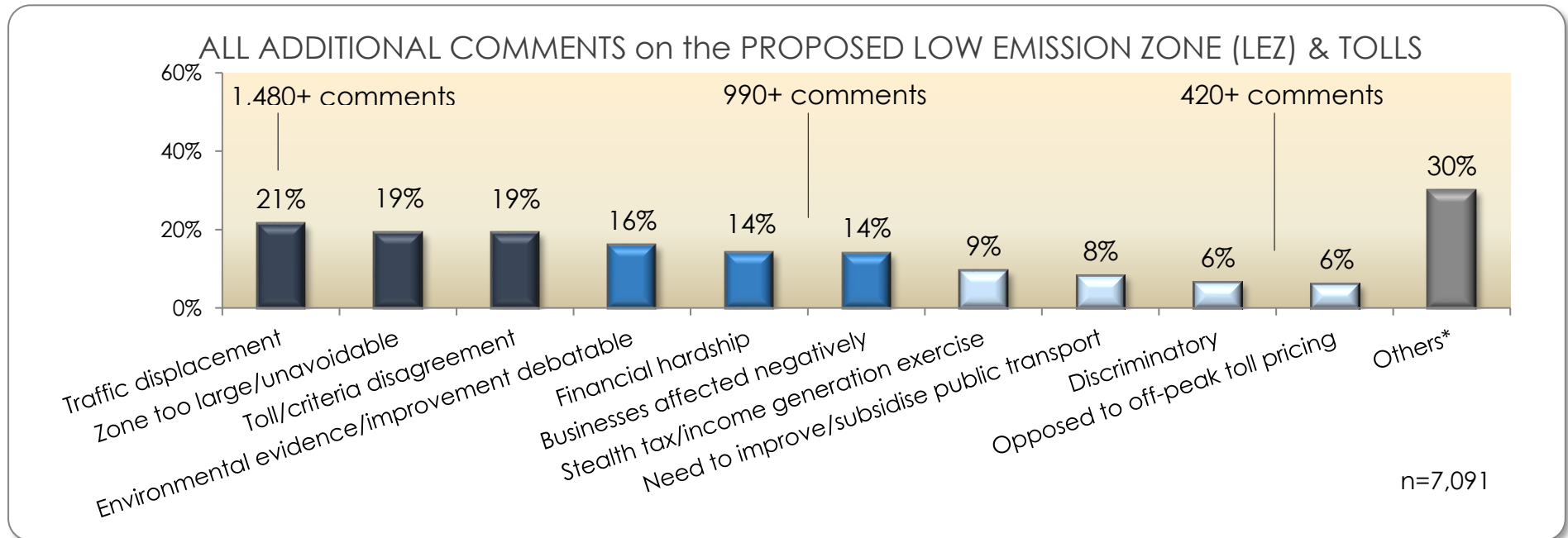
## How Opinion on the Principle of Establishing a Low Emission Zone (LEZ) Varied by Respondent Capacity

It's also useful to summarise thoughts on the principle of establishing a LEZ according to the capacity in which respondents were participating in the consultation. This shows that in all categories bar residents and students there is majority disagreement with the principle of a LEZ. This disagreement peaks among drivers of Hackney Carriages, taxis, HGV's and vans. Note that percentages can be skewed as respondents often indicated more than one 'capacity' category, and also due to some categories (i.e. residents) being notably bigger than others (i.e. HGV drivers).



## All Additional Comments on the Proposed Low Emission Zone (LEZ) and Tolls

All additional comment categories are shown below. Note that these also include comments on proposed tolls. Further information on opinion of tolls is included on pages 63 to 68 of this report. The six most frequent themes of traffic displacement (21%), an unavoidable area (19%), disagreement with tolls criteria and principle (19%), questionable environmental evidence and benefits (16%), financial hardship due to charges being unaffordable (14%) and a negative impact on business (14%). Note also perceptions of the LEZ as a money-making scheme (9%), a need to invest in/subsidise public transport (8%), the perceived discriminatory nature of the LEZ (6%) and opposition to off-peak toll pricing (6%).



\*Other comments – each specified by no more than 5% of respondents – focused largely on general criticisms of the LEZ in principle, a need to improve the wider road infrastructure, a need to explore alternatives, comments that this was a better option than the CAZ, the thought that an excessive number of vehicles/types would potentially incur charges, questions on the practicalities of the LEZ in operation, concerns that the parameters of the LEZ would change in time and miscellaneous others.

# Key Themes on the Proposed Low Emission Zone (LEZ) & Tolls

Fewer than 40% of respondents chose to make additional comments on the LEZ. However, a diverse array of additional comments on the proposed LEZ and tolls were made. Many of these comments were again made by those who disagreed (often strongly) with the proposal for a LEZ with tolls, and as such their accompanying comments were critical in nature. In contrast, many of those who agreed with the LEZ and tolls chose not to make additional comment, despite their agreement. In this context, the six most frequent themes focused on:

n=7,219

## Traffic Displacement

- Concerns that traffic will divert to:
  - The A1/Western Bypass
  - Scotswood Bridge
  - Blaydon Bridges
  - The A19 & Tyne Tunnel
  - Residential areas of Newcastle & Gateshead

with subsequently longer & more congested journeys, increasing pollution and tailbacks in other areas

## Unavoidable Area

- Proposed geographical area regarded as unavoidable, with bridges simply essential to Gateshead residents to cross the River Tyne
- Essential journeys such as travel to work, medical appointments and family/friend visits, both travelling through and to the LEZ, are unavoidable
- Timing of essential work journeys outside of standard public transport hours (e.g. shift workers) and coverage

## Toll/Criteria Disagreement

- Notable disagreement with exemptions for buses, taxis, motorcycles and mopeds
- Suggestions that tolls should be based on degree of emissions for example, with LEV's exempt and HGVs paying higher tolls
- Disagreement with the principle of tolls on the bridges
- Disagreement with proposed toll charges - seen as too high/low

## Environmental Evidence & Benefits Debatable

- Doubts that the LEZ and tolls would reduce pollution - so regarded as an ineffective solution - pollution is pollution, regardless of tolls
- Links back to both potential traffic displacement and the area being unavoidable
- Does not tackle wider pollution area as is tackled by the CAZ

## Financial Hardship

- Stated journey toll charges regarded as excessive with daily commuters anticipating an £800+ annual bill
- Potential resulting increase in the cost of goods, services, deliveries & public transport
- Financial hardship leading to quality of life erosion and stress
- Inability to access employment due to travel to work costs

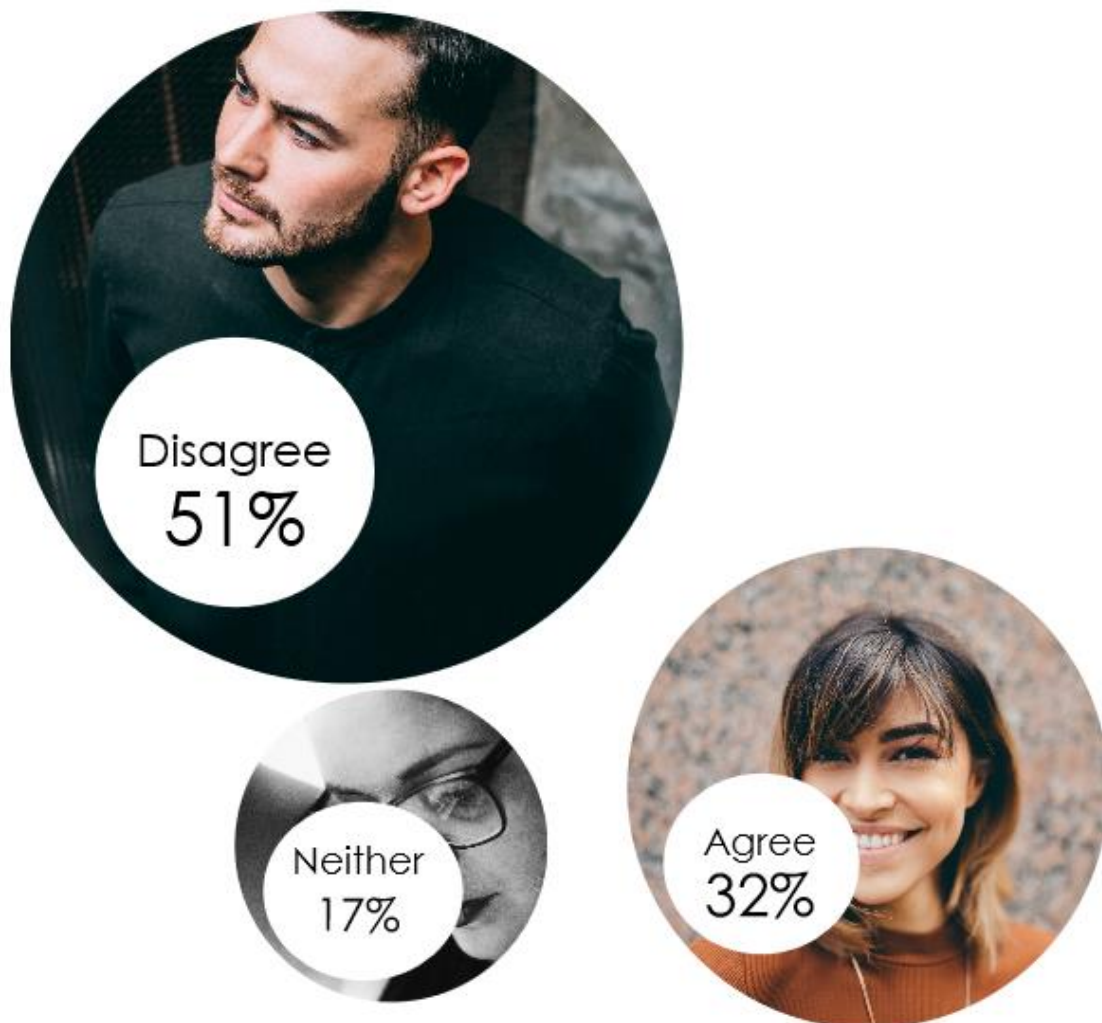
## Negative Impact on Business

- In the context of an already challenging trading economy
- Depression of the regional economy due to reduced & deflected spend (esp. by residents South of the Tyne) to other areas/online commerce
- Decreased profitability of businesses (particularly small businesses being less able to absorb costs)
- Direct increase in business costs e.g. for those operating within the LEZ requiring deliveries
- Impact on those travelling through to undertake their business
- Staff employment & retention issues

## Opinion on the Potential Low Emission Zone (LEZ) Geographical Area

Just over half (51%) of survey respondents disagreed with the potential LEZ area, with many (almost 32%) expressing *strong* disagreement.

In contrast, 32% agreed with the potential area, with 17% holding a neutral view.

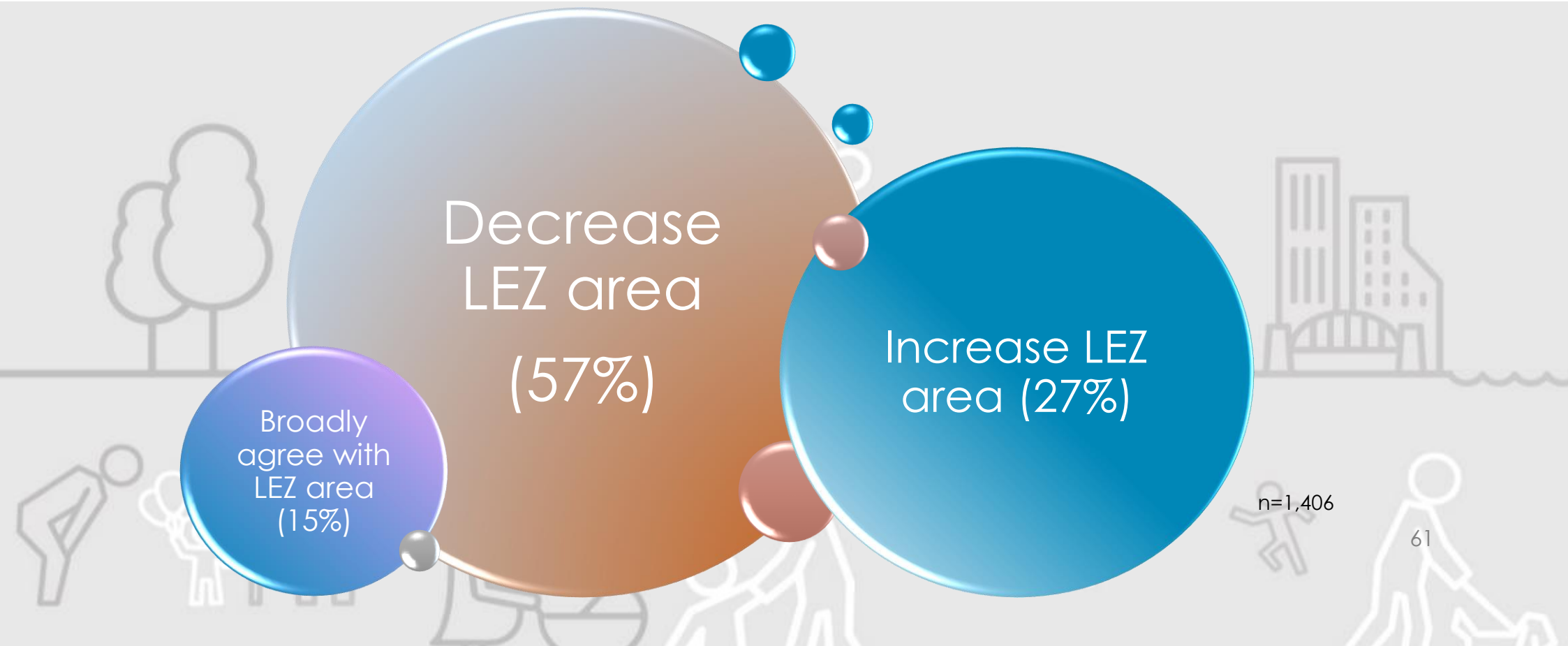


n=19,009

## Perceptions of the Coverage of the Proposed Low Emission Zone (LEZ) Area

When asked to provide additional comment relating to the area which SHOULD be taken into account in forming a LEZ, many respondents either chose not to answer (almost 70%) or chose instead to focus on the perceived *IMPACT* of this proposal (24%) - reflecting those concerns detailed on pages 58 to 59 of this report. Note also that some respondents clearly confused the LEZ area with that of the CAZ area – referring to the (incorrect) inclusion of the Coast Road, RVI, etc.

Leaving these impact concerns aside, it's useful to consider the views of those minority (7%) respondents who DID focus on the actual geographical area. Of those who *did* comment on the actual geographical area, almost 60% requested a decrease in size, in contrast to just over a quarter (27%) who requested an increase. 15% broadly agreed with the suggested area. Note that percentages are of those who *DID* comment on the geographical area of the LEZ.





## Suggestions to Improve the Low Emission Zone (LEZ) Geographical Area

Suggestions to improve the LEZ area should again be viewed in the context of survey respondents often feeling that the *fundamental principle* of the LEZ was a poor idea.

Thus, suggestions for which areas should be taken into account were frequently along the lines of 'none of it', with those areas causing most concern heavily suggested for removal.



- ALL OF IT
- Area outside of immediate city centre
- The bridges
- Central Motorway A167 (M)
- Central Station
- Routes to hospitals

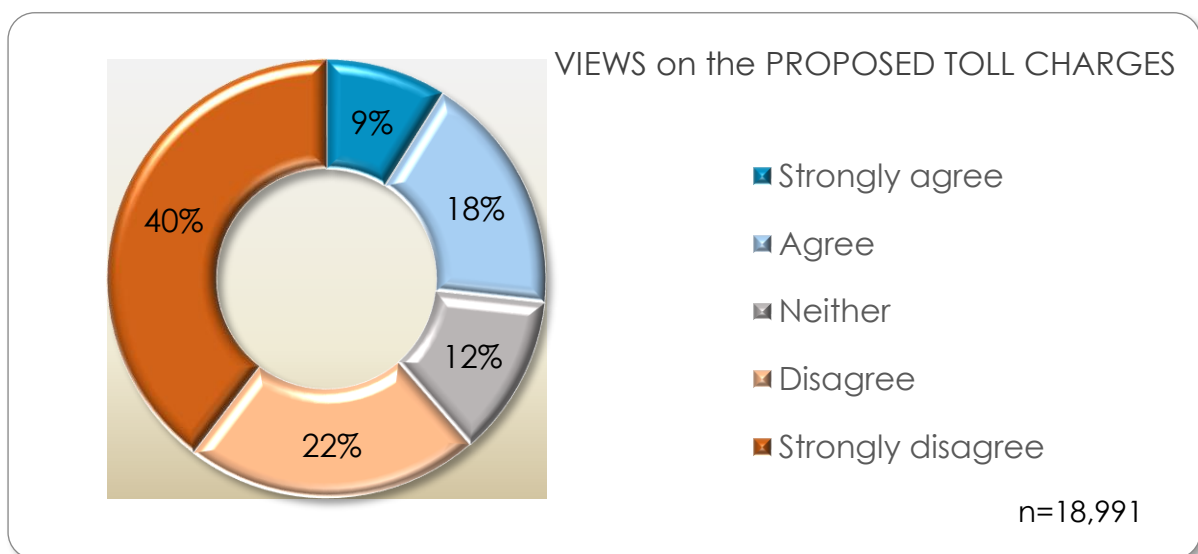
- A generally larger area
- Gateshead
- Gosforth High Street
- The geographical CAZ area
- Residential areas
- The Coast Road (A1058)
- School areas
- Hospital areas
- St. James' Park
- Additional bridges (Scotswood, Newburn)

## Opinion on the Principle of Proposed Toll Charges on the City Centre Bridges

Leaving aside the geographical area of the potential LEZ, respondents were also asked for their opinion on the principle of toll charges on the city centre bridges.

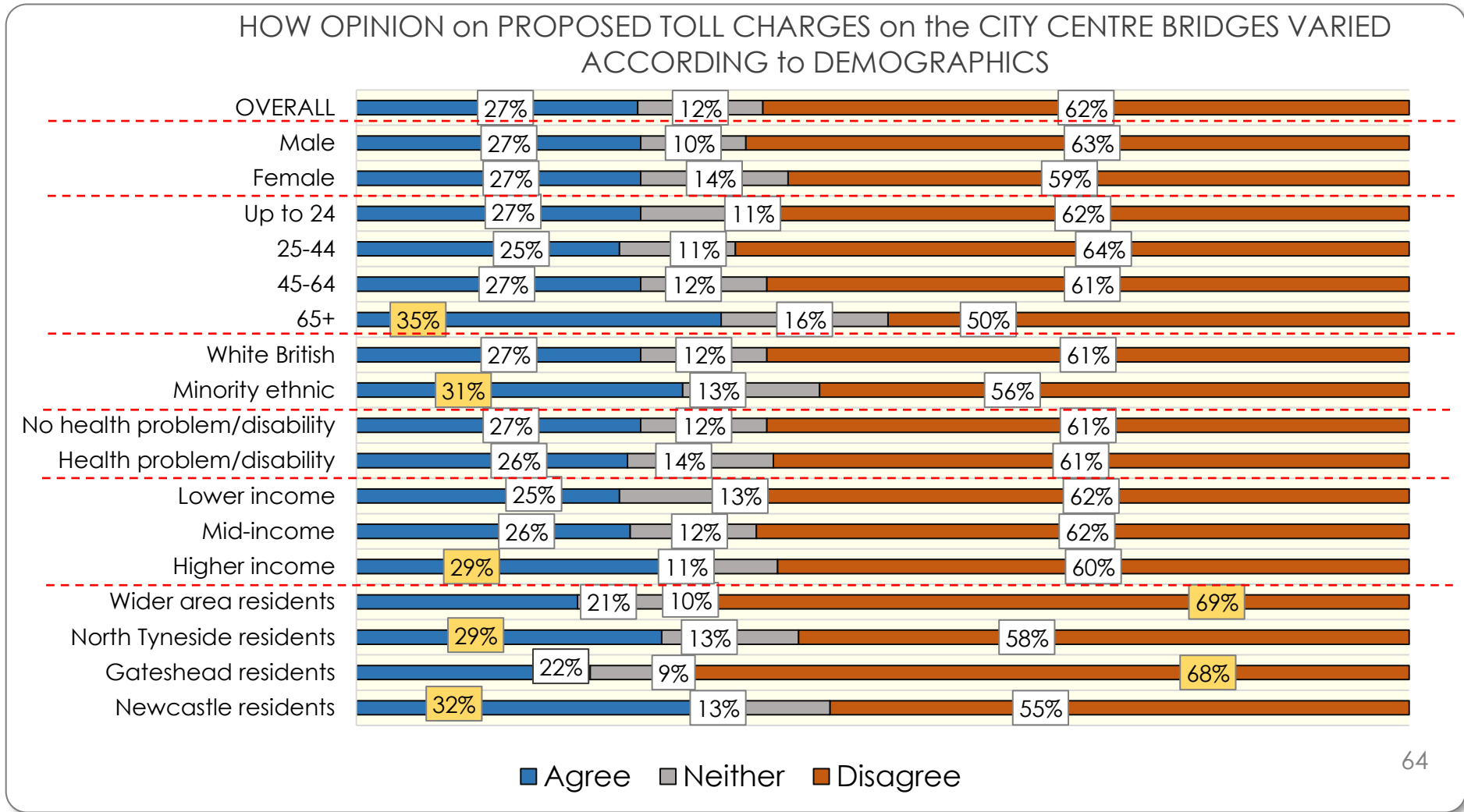
Tolls would apply on the three main city centre bridges that carry vehicles over the Tyne. These are the Tyne, Swing and Redheugh bridges. The tolls would apply to all lorries, vans and cars. Buses, taxis and ultra-low emission vehicles would not have to pay tolls. The current proposal is also to not charge motorcycles and mopeds.

Over 60% of respondents disagreed with the proposal accompanying the LEZ to charge all lorries, vans and cars crossing the River Tyne using the Tyne Bridge, Swing Bridge or Redheugh Bridge, with buses, taxis and ultra-low emission vehicles being exempt from this charge. Many (40%) strongly disagreed. In contrast, just 27% agreed, with 12% holding a neutral view.



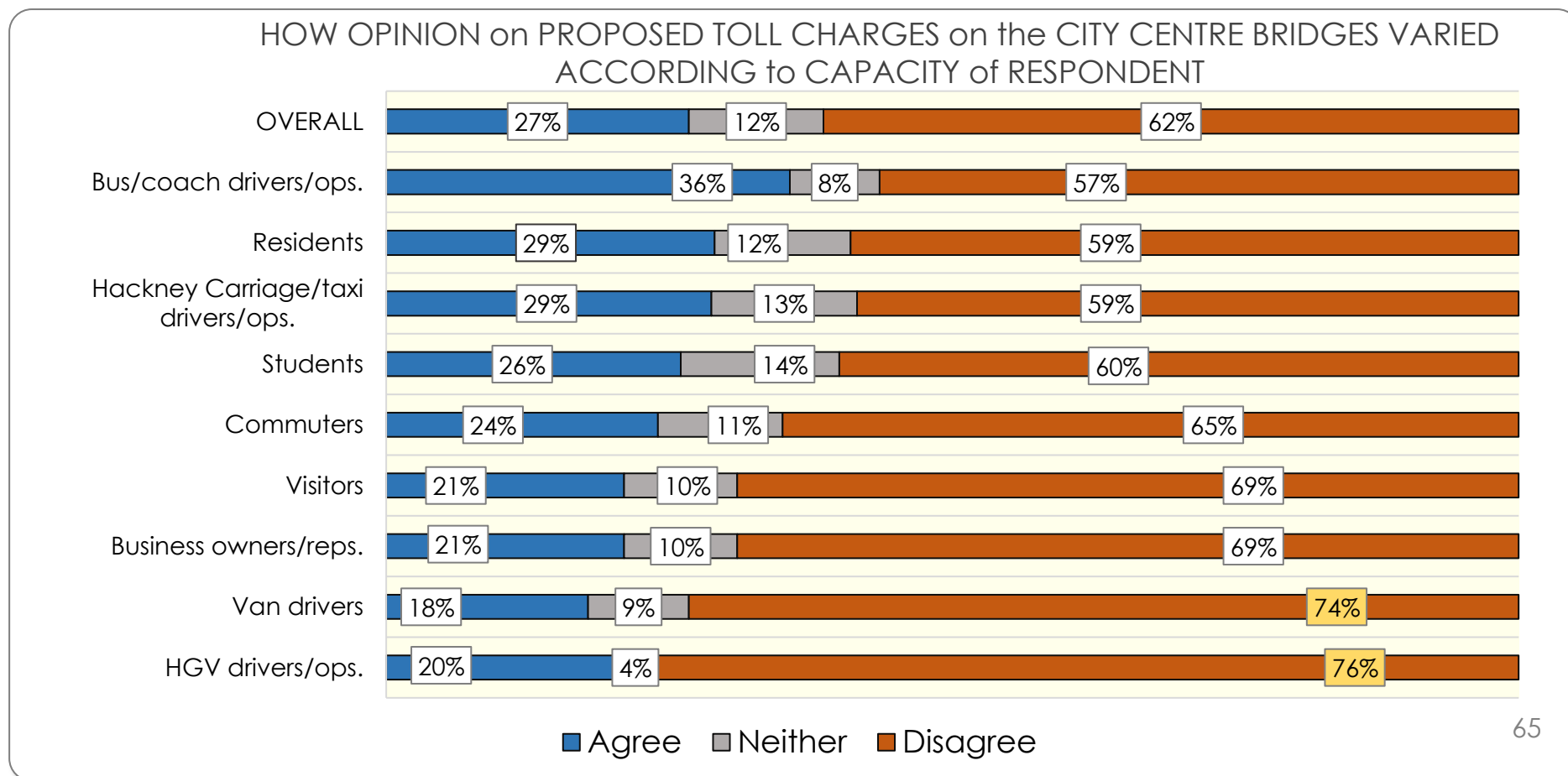
## How Opinion on the Proposed Toll Charges on the City Centre Bridges Varied

It's also useful to summarise thoughts on the proposed tolls on the city centre bridges according to key demographic characteristics. This shows that agreement peaks among those aged 65+, those with a higher annual household income, minority ethnic participants, and Newcastle and North Tyneside residents, and troughs among Gateshead and wider area (outside of Newcastle, Gateshead and North Tyneside) residents.



## How Opinion on the Proposed Toll Charges on the City Centre Bridges Varied by Respondent Capacity

It's also useful to summarise thoughts on the principle of toll charges on the city centre bridges according to the capacity in which respondents were participating in the consultation. This shows that across all categories there is majority disagreement with the city centre bridge tolls. This disagreement peaks among drivers of HGV's and vans. Note that percentages can be skewed as respondents often indicated more than one 'capacity' category, and also due to some categories (i.e. residents) being notably bigger than others (i.e. HGV drivers).



## Opinion on the Proposed Amount of Toll Charges on the City Centre Bridges

Respondents were also asked to consider the following test toll charges:

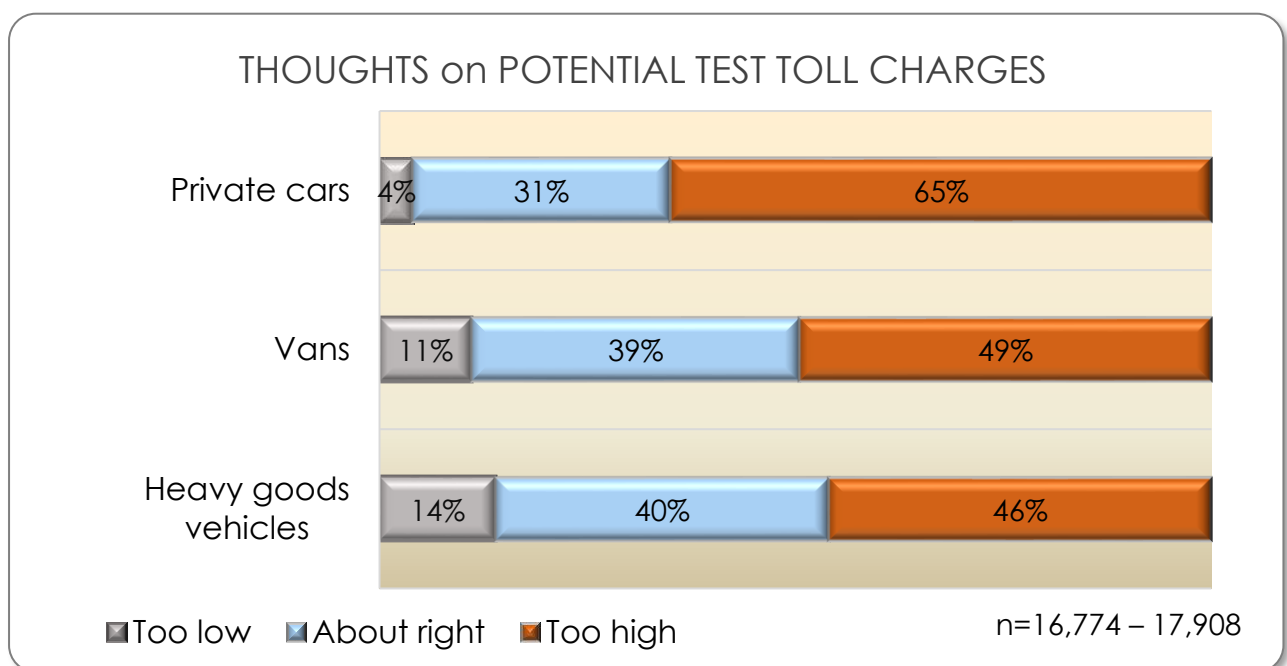
**Heavy goods vehicles:  
£3.40 per journey**

**Vans and private cars:  
£1.70 per journey**

These tolls are consistent with those of the Tyne Tunnel.

A majority of survey respondents (65%) regarded test toll charges for private cars as excessive.

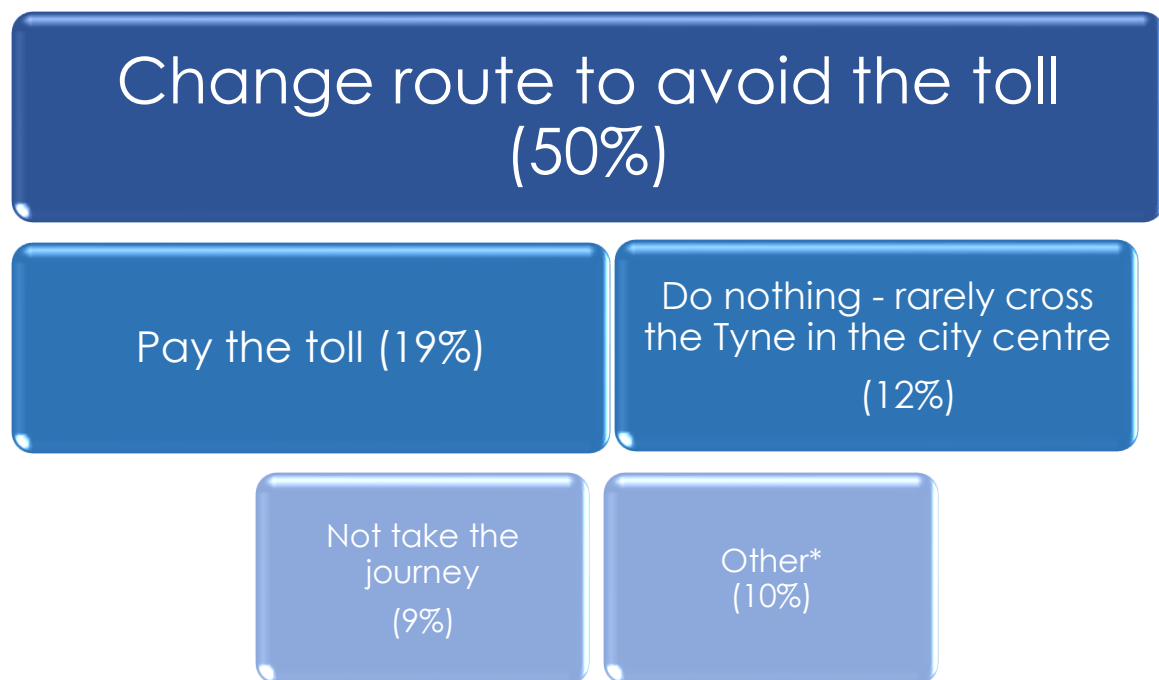
However, there was a higher level of agreement with test toll charges for both vans and heavy goods vehicles.



## Responding to a Potential Toll on the City Centre Bridges

50% of survey respondents indicated that they would change their route to avoid the proposed tolls.

Around 20% would pay the tolls, whilst 12% would do nothing, rarely crossing the Tyne Bridges currently.

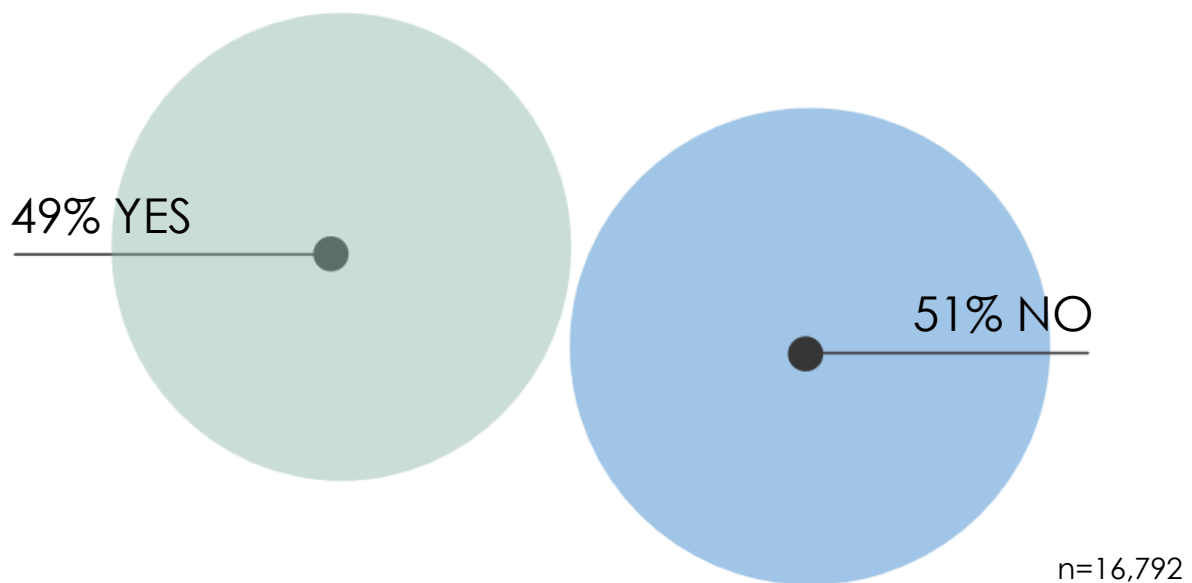


n=18,876

\*including respondents who indicated not driving (4%) and those who would use an alternative form of transport such as public transport (4%) or walking/cycling (2%).

## Opinion on Changing Toll Charges According to the Time of Day

Opinion was fairly evenly split on suggestions to consider setting higher charges at peak times and significantly lower tolls at less busy times to encourage off-peak travel.



## How Opinion on Changing Toll Charges According to the Time of Day Varied

It's interesting to note that a majority (65%) of those who disagreed with the principle of tolls on the city centre bridges also disagreed with the idea of tolls which varied according to time.

Disagreement with tolls which varied according to time tended to peak among business drivers, with over 60% of Hackney Carriage and private hire drivers, car drivers and bus drivers disagreeing. Among HGV drivers, this disagreement rose to exceed the 70% mark.

# Additional Measures





## Comments on Two Possible Additional Measures

Alongside the potential charging options of a CAZ or LEZ, respondents were asked to comment on two additional measures to achieve the required improvement in air quality on those roads with the highest levels of pollution.

These additional measures were:

- Restrictions for lorries and vans on the Central Motorway between the Tyne Bridge and A1058 Coast Road during peak traffic time in the morning and evenings when the road is busiest.
- Access restrictions on the Central Motorway - changing road layouts on the Central Motorway to remove access at specified locations.

The survey findings showed that in relation to:

**A peak hours ban  
for HGV's and vans**



agreed with this measure.

*In contrast, 28% disagreed and 17% held a neutral view.*

n=19,039

**Access restrictions  
on the central  
motorway**



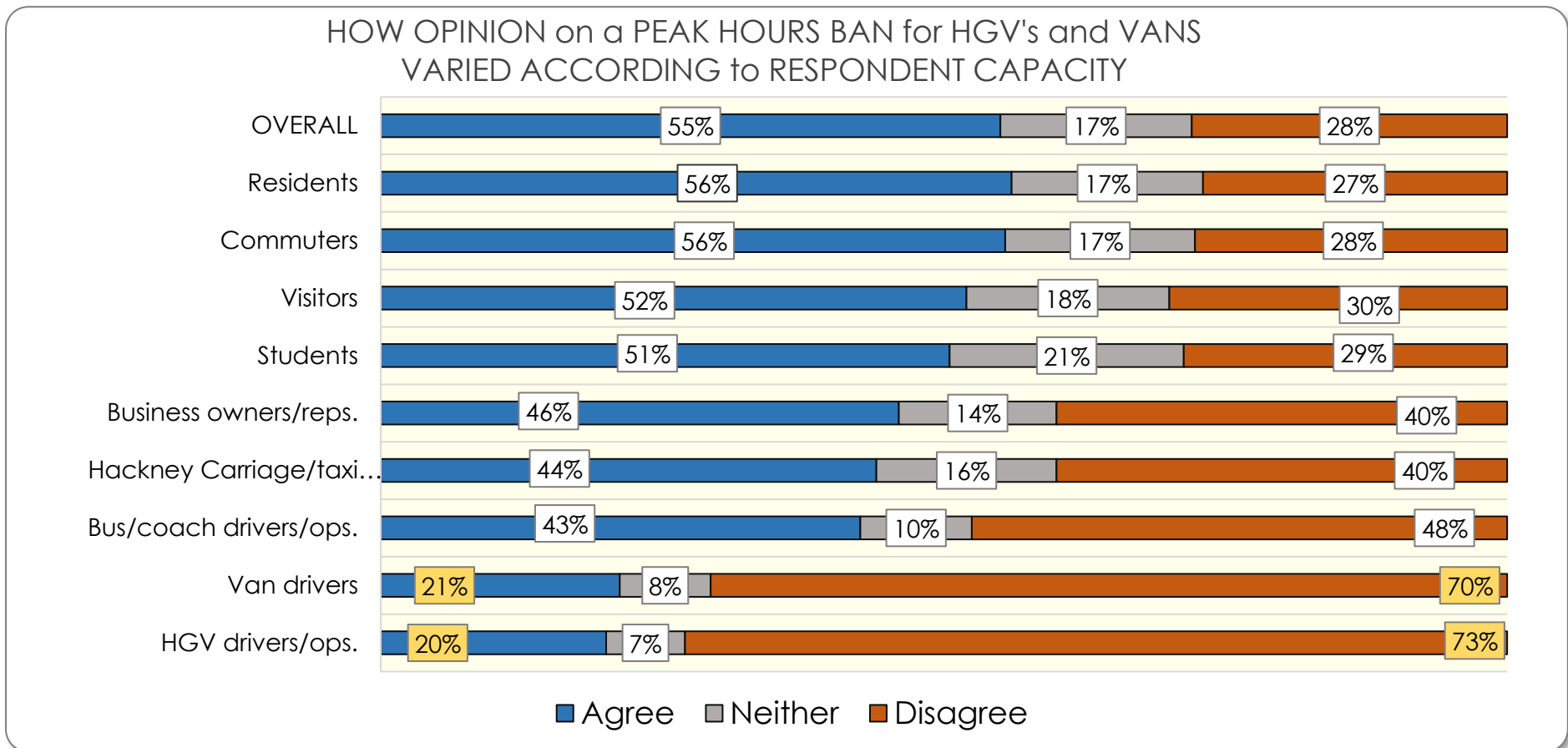
agreed with this measure.

*In contrast, 36% disagreed and 24% held a neutral view.*

n=18,975

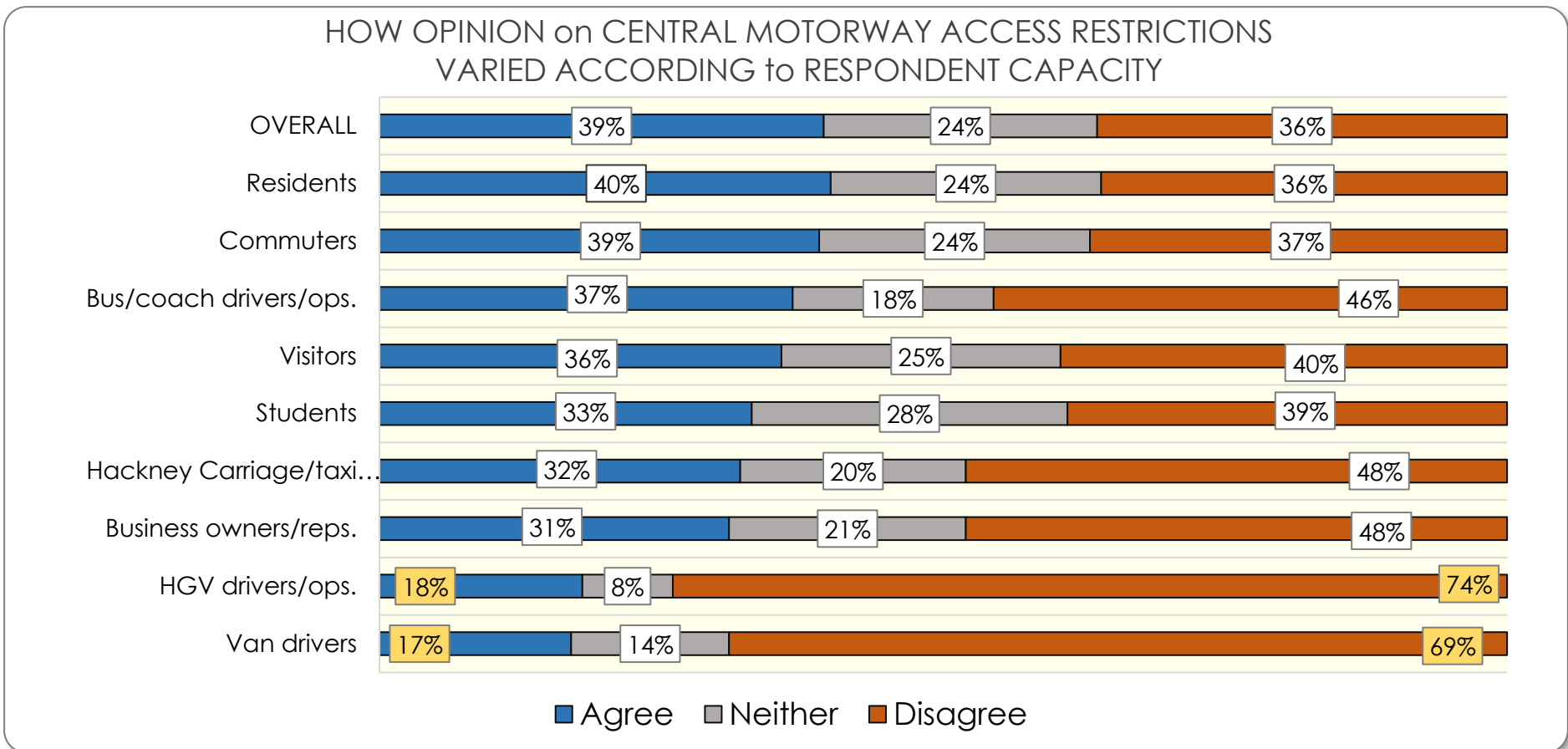
## How Opinion on A Peak Hours Ban for HGV's and Vans Varied by Respondent Capacity

It's also useful to summarise thoughts on a peak hours ban for HGV's and vans according to the capacity in which respondents were participating in the consultation. This shows that more than half of all residents, commuters, visitors and student participants support this ban. In contrast, disagreement clearly peaks among drivers of HGV's and vans. Note that percentages can be skewed as respondents often indicated more than one 'capacity' category, and also due to some categories (i.e. residents) being notably bigger than others (i.e. HGV drivers).



## How Opinion on Central Motorway Access Restrictions Varied by Respondent Capacity

It's also useful to summarise thoughts on central motorway access restrictions according to the capacity in which respondents were participating in the consultation. This shows that there is a lack of majority agreement with these proposed restrictions across all respondent categories. Disagreement again clearly peaks among drivers of HGV's and vans. Note that percentages can be skewed as respondents often indicated more than one 'capacity' category, and also due to some categories (i.e. residents) being notably bigger than others (i.e. HGV drivers).



## The Rationale Behind Criticism of a Peak Hours Ban

Almost 80% of survey respondents chose not to make any additional comments on either the peak hours ban for HGV's and vans, or access restrictions on the central motorway. Among those who *did*, comments tended to be proportionately far more critical than complimentary. Analysis of *critical comment* revealed two frequently expressed areas of concern relating to the proposed peak hours ban.

### Negative economic impact on local business (24%)

Displacement of banned traffic (12%)



**A peak hours ban  
for HGV's and vans**

n=4,191

### Negative Impact on Local Business

This often focused on perceptions of a shrinkage to an already fragile city centre economy in the context of restricting vehicles regarded as vital to the smooth flow of commerce:

*“you will kill Gateshead town centre and wound Newcastle City Centre”*

*“as a business owner I know the challenges the high street faces. This measure would once again force people to out of town shopping, thereby jeopardising jobs, prosperity and the quality of services in the city”*

*“the message would be ... Newcastle city centre ... closed for business”.*

Particular concerns were voiced in relation to the ability of small businesses, including self-employed individuals, to be able to effectively accommodate such a ban. A vast array of diverse additional concerns most frequently included associated business issues of the logistics associated with timely deliveries (9%), together with travel to work inflexibility and contract obligations for those driving vans and HGV's (9%).

These were issues which were felt to potentially combine to represent a real threat to the economic vitality of the area.

## Displacement of Banned Peak Hour Traffic

This was a concern which focused on banned peak hour traffic dispersing both geographically and temporally:

*"I can only see that this would cause vans and lorries to take short cuts through housing estates"*

*"banning HGV's would create massive problems on the A1"*

*"if you ban the movement of HGV's and vans at peak times, this will only increase their movements to non-peak, as they'll still have deliveries to make. This will therefore just increase the 'peak times'!!!!".*

This displacement was sometimes felt to potentially aid traffic flow, but not traffic pollution:

*"at best, the restrictions above appear to simply move any pollution to a different time of the day and a different location, but with the added drawback of causing inconvenience to business"*

*"this approach reminds me of when a hoarder (like me) moves stuff to a different box, but doesn't actually get rid of it, or when people (like my kids) move veggies around their plate, but don't actually eat them".*



# The Rationale Behind Criticism of Access Restrictions on the Central Motorway

Again, in relation to potential access restrictions on the Central Motorway, commentary tended to be more critical than complimentary. Analysis of this critical comment revealed fewer areas of clear concern relating to this proposed measure. However, again, the issue of displacement emerged, alongside that of a lack of explanatory detail within the consultation proposals.



## Displacement of Traffic

This was again felt to be a possible consequence, with a number of respondents envisaging displaced congestion as motorists avoid and are re-routed away from one access point to another:

*“moving access points is (yet again) just going to move traffic from one location to another, instead of joining at one point they will join at another - possibly creating even more pollution”*

*“junction changes and restrictions may be sensible, but they are also likely to only have marginal effects and could have knock-on problems for neighbourhoods to the east of the Central Motorway”.*

## Insufficient Information Provided

Here, the focus was on an inability to comment on proposals due to a perceived lack of accompanying detail:

*“your second question is unclear - access to what/where/when, of what? I thought that's what the whole consultation was about?”*

*“there's not enough information given to come to a meaningful decision”.*

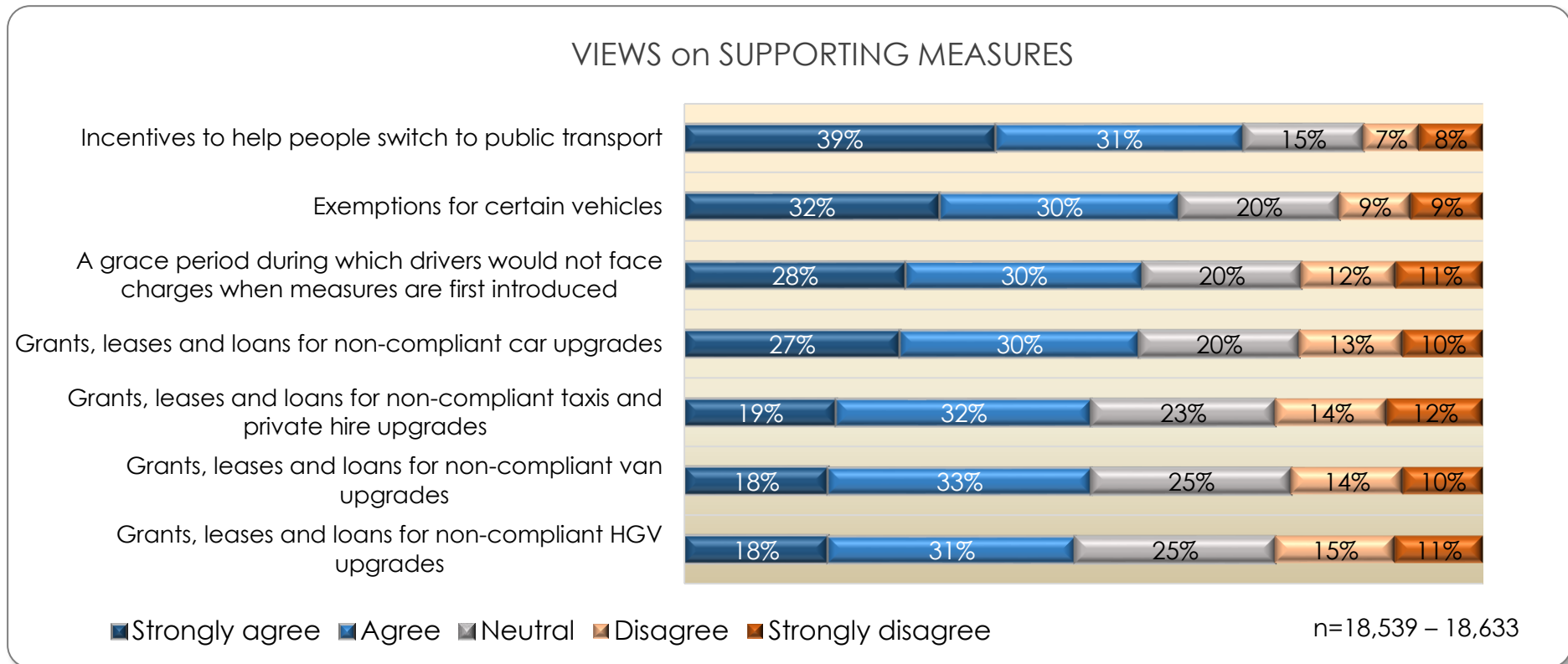
Additional concerns most frequently focused on a need to review the wider road infrastructure, and a potential increase in journeys and congestion.

# Financial Support & Exemptions



## Views on Supporting Measures

The final section of the online survey sought opinion on the support required by people and businesses alongside an introduction of a charge on road users. Receiving the highest level of support were incentives to help people switch to public transport (such as subsidies for public transport tickets). 70% of survey respondents agreed with this potential supporting measure. This was followed by 62% agreeing with exemptions for certain vehicles, 58% agreeing with an initial charge-free grace period and 57% agreeing with grants, leases and loans for non-compliant car upgrades.





# Additional Comment on Supporting Measures

A diverse array of additional comments on supporting measures ranged from concerns related to the justification, principles and practicalities of the proposals in overall terms, to questions requesting additional detail. The four most frequent themes focused on:

n=5.341

## Financial Hardship

---

Anticipated as a consequence of:

- Excessive CAZ/LEZ charges
- Replacing high emission vehicles
- A potential increase in customer charges from tradespeople accessing proposed zones
- A potential increase in public transport fares
- A potential increase in costs due to businesses transferring their increased overheads
- Costs of commuting to work
- Costs of making leisure trips
- Costs of making essential trips for medical reasons

## Exemptions

---

Necessary for:

- Disabled people, Blue Badge holders & mobility impaired people
- Emergency services
- Medical attendees/visitors
- Residents/those living close to the proposed CAZ & LEZ areas
- Electric/hybrid cars
- Public services
- Caring professions
- Children-based journeys

Others including - small businesses, multi-occupancy vehicles, new diesel cars, pensioners, those on low-incomes, those working in the proposed zones, taxis and motorbikes.



## Public Transport

---

Including a need to:

- Reduce fares
- Extend coverage & availability geographically and temporally
- Promote more 'joined up' services
- Improve passenger safety
- Increase reliability
- Provide cleaner engines & lower emission vehicles
- Improve efficiency
- Nationalise public transport
- Offer integrated service timetables & payment systems such as the 'Oyster' card.

## Questions

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Focusing on a need to provide more detail in relation to :

- Grants & loans - including sufficiency, eligibility criteria, amounts, repayment periods and administration
- Funding - including how zones will be funded, & disapproval of any funding via Council Tax monies

Others included questions on specific groups, the principles of, and environmental justification for the proposals, and revenue generation purposes.



## Additional Comments on Supporting Measures

"Many, many people cannot afford a new vehicle as scrappage schemes only offer a fraction of the cost of a new car"

"Loans will just put people into more financial debt. As well as the proposed charges, this burden is too much"

"No-one should be burdened with the costs of this"

"Offering loans to get people to work?? Disgraceful!"

"People and businesses with the lowest income will not be able to afford to upgrade their vehicles even with the financial assistance you are proposing. You will be imposing a financial burden on those least able to afford it"

"We need a joined up approach to transport infrastructure - bold moves such as trams linking to Metros. European cities do this (Gothenburg and even Blackpool to an extent)"

"Metro and buses need improvement before anything of this nature is introduced!! Especially the Metro system being upgraded"

"Public transport is not reliable enough at the moment for people to make a switch. There would be a lot of frustration and disruption to local business if employees relied on this"

"How can I upgrade my 2014 Euro5 Diesel?"

"How will grants be funded?"

"How is the EU 4 / EU 6 grading determined to be the cut-off points? This isn't clear"

"How much of a grant? What rate of lease? What kind of incentives? How long of a grace period?"

"How will these incentives be financed? I hope not through an increase in tax for people"

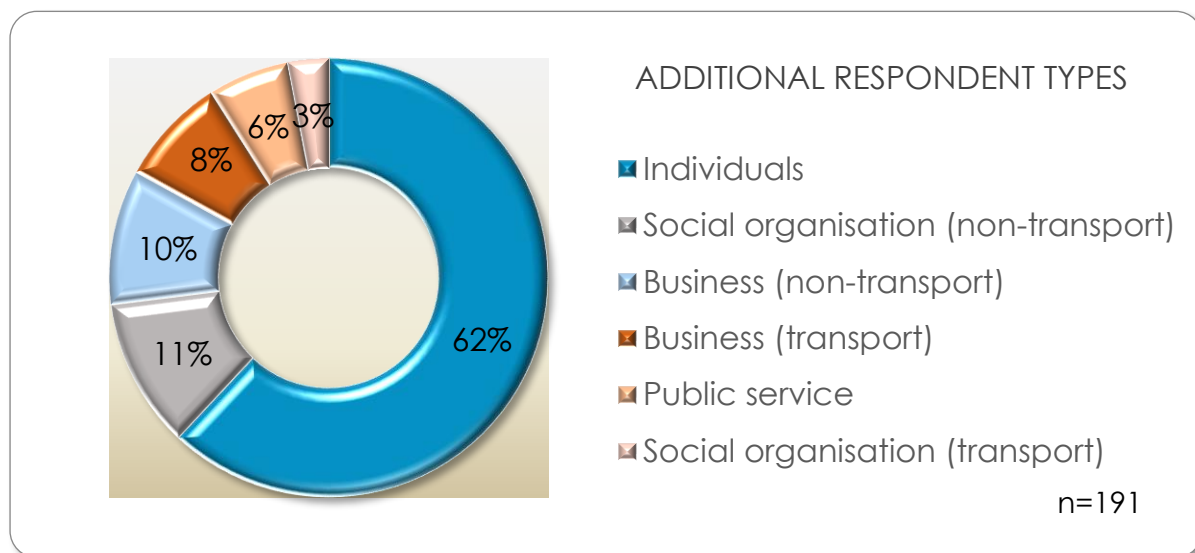
"How would HGV passes be granted?"

# Additional Commentary from Businesses, Organisations and Individuals



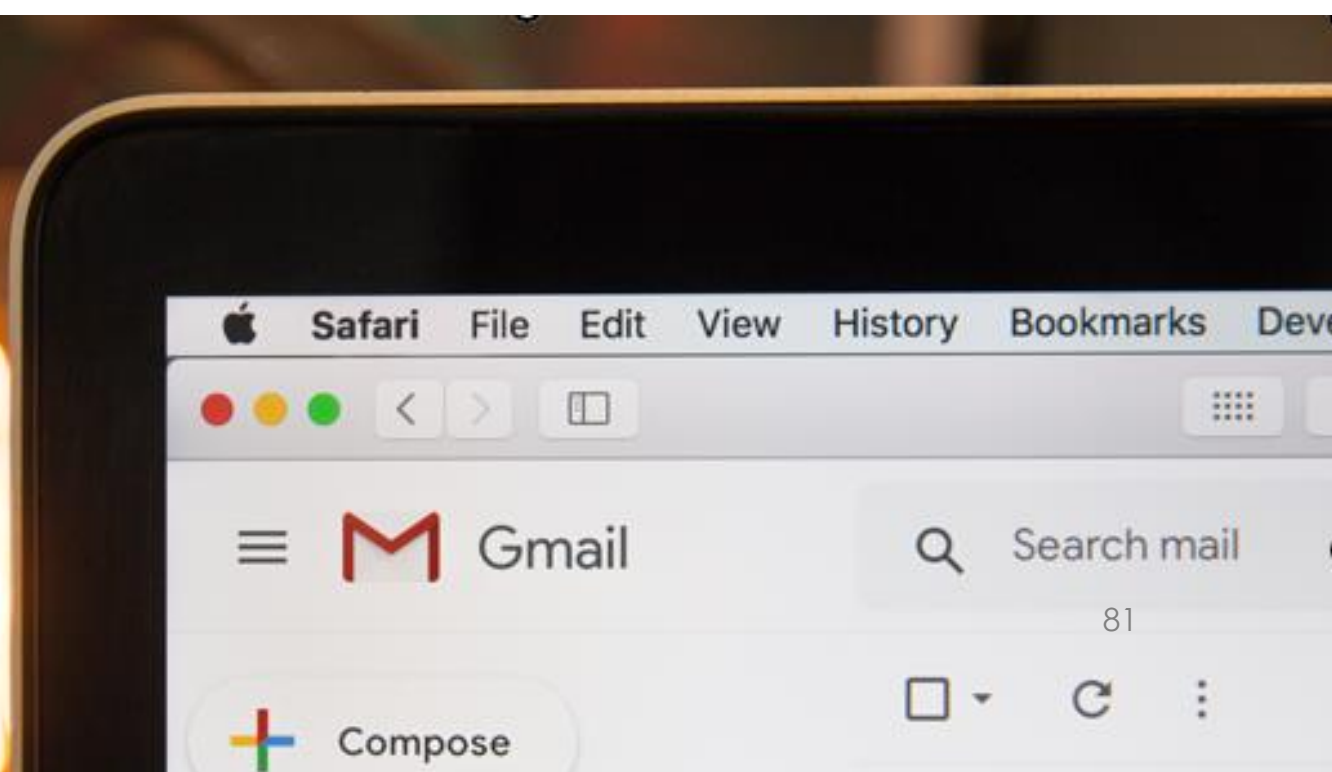
## Emails and Correspondence

191 businesses, organisations and individuals expressed their views (either instead of, or in addition to, the online survey), largely via email, but with the inclusion of letters, phone calls and meetings.



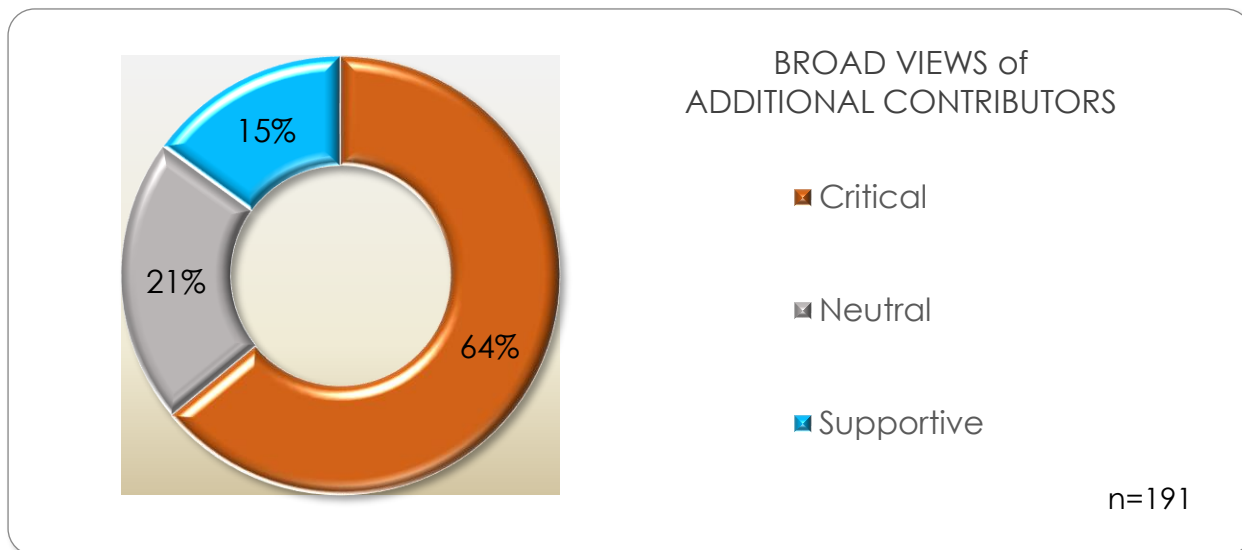
Collectively they chose to comment on the overall proposals and/or individual components within the proposals, generally giving an overall broad stroke view on the proposals, whilst identifying a number of key themes within their contributions.

With almost 200 pieces of additional correspondence, some of which were lengthy, and detail-rich documents, there were many additional suggestions and points made, queries raised and scenarios visualised. These cannot, due to their diverse scope, all be listed.



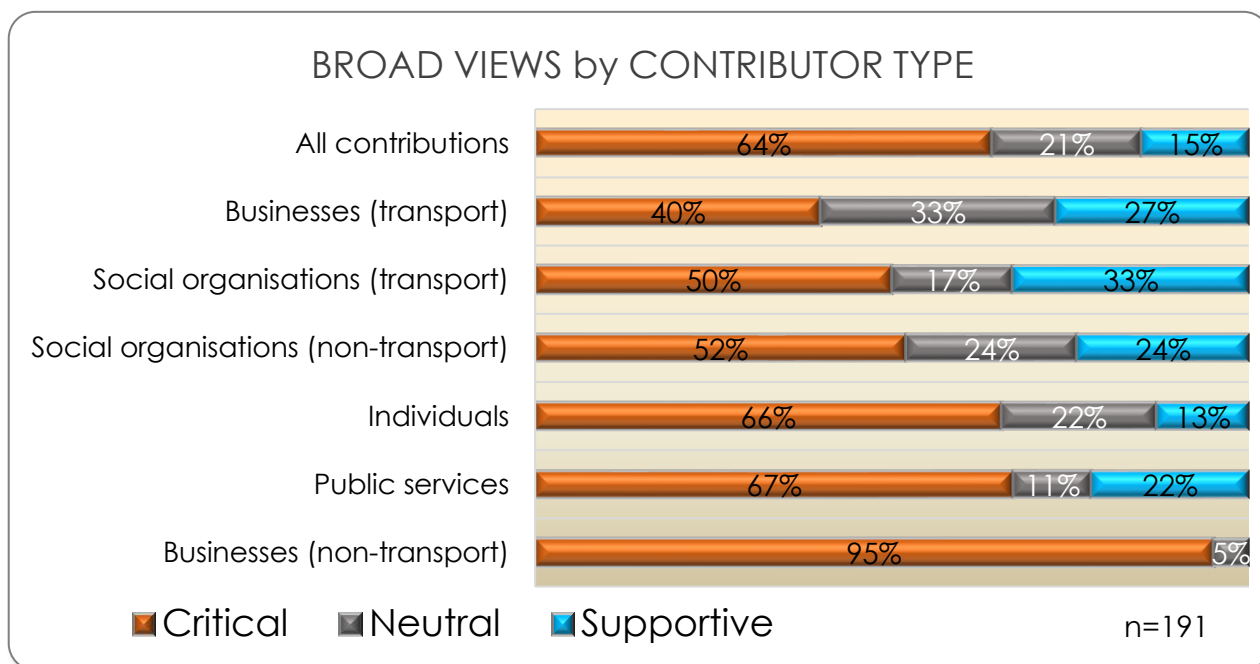
## Largely Critical Overall Opinion

Overall opinion from these contributions was largely (64%) critical, with 21% remaining more neutral, and just 15% expressing largely supportive views.



## How Overall Opinion Varied by Contributor Type

This critical overall opinion peaked among non-transport businesses, with 95% expressing their dismay at the proposals. Support was consistently expressed by a minority of contributors in each sector.



The rationale behind this largely critical view is as follows.

## Five Key Themes Emerged from the Additional Contributions Received

These were:

- 1. Financial hardship (29%)**
- 2. A need for public transport investment (26%)**
- 3. A need to pursue alternative solutions (23%)**
- 4. Deflection of Newcastle city centre trade (22%)**
- 5. A need to improve city centre and surrounding road infrastructure (22%)**

### Financial Hardship

The most frequent theme identified was one of financial hardship as a result of the implementation of the proposed charges. Just under 30% of all additional contributions focused on this potential impact – a concern which peaked (60%) among those writing on behalf of a public service. However, it was a concern prevalent among almost every contribution category.

This was a view that the scale of proposed additional charging on motorists would be simply unaffordable to many of those regularly commuting through either the proposed CAZ or LEZ.

Contributors often highlighted both the *scale* and the potential *impact* of the stated charges in the strongest of terms:

“this will cost 80% of people in the area £250 a MONTH (based on 5 days of MANDATORY travel (commuting to work). That is quite frankly unaffordable”

“living within the area and commuting daily in a car to Sunderland would have catastrophic financial implications for me”

“this will have a huge impact on the cost and ease of travel for an extremely large number of people”

with the accompanying view that the proposals were acting as a ‘stick rather than a carrot’, effectively being used to ‘punish’ motorists:

“punishing doctors and nurses for having to travel to work is disgusting”.

Note also an additional perspective that charges would over-target some groups and would disproportionately affect some of the most economically disadvantaged people in the area:

“this is a tax on community life that will have a disproportionate effect on poorer people”

“I believe that I am being excluded from the city in favour of more affluent people”

“you have the audacity to impose this charge on those who earn the least and who probably can't afford the most efficient hybrid cars”.

This was a view which originated from a number of different perspectives, including:

- Residents in the more affluent northern (Jesmond and Gosforth) and coastal suburbs accessing the city centre but potentially not being charged
- Those with non-compliant vehicles potentially being those least likely to be able to afford to replace them
- Disabled people and those with health problems requiring regular medical appointments/support services being penalised for attending health care
- Lower-paid employees being disproportionately affected (with high percentages of low-paid hotel workers reliant on private transport to get to/from shift work)
- Smaller HGV operators with a low profit-margin, and a smaller and less flexible fleet
- Newcastle licensed Hackney Carriage drivers being most adversely affected by the introduction of a CAZ or LEZ, due to working from ranks in the CAZ or LEZ areas
- Newcastle licensed private hire vehicle drivers potentially being adversely affected due to being likely to undertake pre-booked work throughout the Newcastle area, travelling both into and out of the CAZ or LEZ
- HGV drivers being disproportionately charged with the belief that statistics highlight that the majority of pollution is caused by cars rather than HGV vehicles, but absorbing a higher charge as they are seen as an 'easier target' than private motorists.

## A Need for Public Transport Investment and Improvement

The second most frequent theme identified was one of a need to improve and invest in public transport infrastructure and services. Around a quarter of all additional contributions focused on this need – a suggestion which peaked (47%) among those writing on behalf of a social organisation. However, this was a concern prevalent among almost every contribution category.

Contributors often highlighted what were seen as inadequacies in the current *quantity, quality* and *coverage* of public transport services:

“if the clean air tolls are to be introduced then there needs to be a major review (and subsequent increase) of alternatives such as public transport”

“what should be a source of pride for our region is more of a cause of frustration and embarrassment that a public transport system could be so badly run”

“the public transport is a joke at the moment. The Metro is falling apart. The trains, tracks and lines have had minimal investment for years. Consequently, they are always breaking down”

“if we had better transport links into the city then we could look at reduced prices, but as it stands it’s ridiculous”

“we are not the size of London or Birmingham and as such do not have the same level of infrastructure”.

In this vein, some public transport providers commented that they would, at present, be unable to accommodate additional demand due to restricted capacity.

Individuals living in more rural locations spotlighted difficulties associated with access to public transport; shift workers commented on difficulties accessing public transport outside of conventional service hours; individuals also criticised the current costs of public transport usage and the reliability of services as they stand.

The implementation of a city centre bus loop, and the retro-fitting of bus engines were also mooted.



## A Need to Pursue Alternative Solutions

The third most frequent theme identified was one of a need to pursue alternative solutions to a CAZ or LEZ. Again, around a quarter of all additional contributions focused on this need – a suggestion which peaked (50%) among those writing on behalf of a transport-focused social organisation. However, this was again a concern prevalent among almost every contribution category.

Contributors suggested a kaleidoscope of potential alternatives to the air quality proposals, including:

- Walking and cycling priority funding as alternative modal options
- Increased pedestrianisation
- Clean vehicle incentivisation
- Improved park and ride (in conjunction with improved public transport)
- Intelligent traffic signalling
- Increased public information/awareness-raising on air quality and pollution
- Cleaner and electric taxi's
- Reduced speed limits
- The addition of greenery and planting
- Car park levies
- Encouraged use of motorcycles and mopeds
- Car clubs/sharing
- A non-idling campaign for vehicles
- Increased electric car charging points

“start an initiative to plant some trees rather than tearing them down as the Council has been doing for the last 3-5 years at an alarming rate”

“I think it's time to take a look at the technology we have and utilise it more effectively”.

Note also that a more specific suggestion to focus on improvement of the actual road infrastructure also proved to be a frequent contribution. This is detailed on page 88.

Also to be noted are suggestions to consider and tackle air pollutants other than traffic. These included, as examples, housing developments, aircraft and opencast mining within the city.

## A Deflection of Newcastle City Centre Trade

The fourth most frequent theme focused on what was regarded as the likely deflection of trade away from Newcastle city centre. This was a view held by 22% of contributors, peaking among 75% of non-transport businesses in the context of acknowledged High Street recession and reduced footfall, with clear concerns about deflection of trade to competing shopping and leisure destinations.

Businesses commented on what they envisaged as the potential consequences of air quality proposal adoption:

“the CAZ would mean that a large number of our customers would just stop coming to our shop and order from the Internet instead. This would almost certainly result in us having to close our business down as we are only just surviving as it is”

“retail is currently extremely fragile and this would be a further and potentially devastating blow”

“this will ultimately put us out of business”

“this scheme, in one fell swoop, would turn the centre of Newcastle, which is struggling now, into a ghost town”.

However, this was a concern evident across a number of contribution categories, with individuals voicing an intention to divert their city centre visits:

“please note we will no longer shop in Newcastle. The Metro Centre, although not as nice as Newcastle, has easy parking and only takes 15 to 20 minutes in travelling time”

“everyone would just go to Silverlink”

and/or holding the view that the result of air quality proposals would be devastating for city centre trade:

“this would be a zone of doom for business in the area!”.

Note also that increased unemployment was felt by some to be an accompanying potential consequence in the context of depressed city centre trade.

## A Need to Specifically Improve the Road Infrastructure

The final theme of the top 5 focused on what was regarded as a need to improve the road infrastructure of the area, as requested by around 1 in every 5 contributors. Some individuals highlighted what they felt were historical mistakes in highway planning and scheme introductions, as the main reasons for current air pollution levels:

“there have been many, many ill-thought out traffic restrictions which currently slow and choke our not so numerous main artery roads, leading to more pollution”

“city centre congestion has been manufactured over the years due to additional bus lanes and disused cycle lanes being introduced”

“sort out the roadworks and traffic signals that keep vehicles ticking over without moving”

“honestly, me and a lot of Cowgate residents believe it’s a million times worse after removing the Cowgate roundabout”

Specific concerns within this category included a perceived need to:

- revisit and improve Haddricks Mil and Gosforth High Street
- improve road maintenance
- adopt bus priority measures to encourage a modal shift to public transport
- review the efficacy of current cycle lanes
- restore bus access and vehicular to no-access streets
- invest in more ambitious development

“bus access has been removed from St Andrews Street, Ridley Place, Neville Street (East and Northbound) and the High Level Bridge (Northbound)”

“many side roads have been closed, which causes more and more traffic to use the main roads, i.e. Osborne Road, causing traffic jams and pollution”

“invest money in the road network to get people in and out of the city without engines idling while sat in endless traffic jams. Options could include a flyover or underpass by the Tyne Bridge/Gateshead and around Cowgate. Look at what South Tyneside Council are doing around Testo’s roundabout”.

## The Most Frequent Additional Issues Raised

To reiterate, not all other contributions can be listed. However, the most frequent of these contributions included:

- Clarification requests/queries about the practical implementation of air quality proposals
- Suggestions and offers of partnership working
- Details of the operational impracticalities of the proposals and their effect on individuals, organisations and businesses
- The potential displacement of traffic onto other roads such as the A19, the A1/Western Bypass, Tyne Tunnels, Scotswood Bridge, Blaydon Bridge, Scotswood and Westgate Roads, Hollywood Avenue (affecting Garden Village residents), Ouseburn Road and Benton Bank, etc.
- The potential displacement of traffic into residential areas close to the boundaries of the CAZ and LEZ, creating 'giant car parks' as people park and ride or park and stride
- Questions relating to the practicalities of retro fitting, Blue Badge compatibility with the proposals, etc.



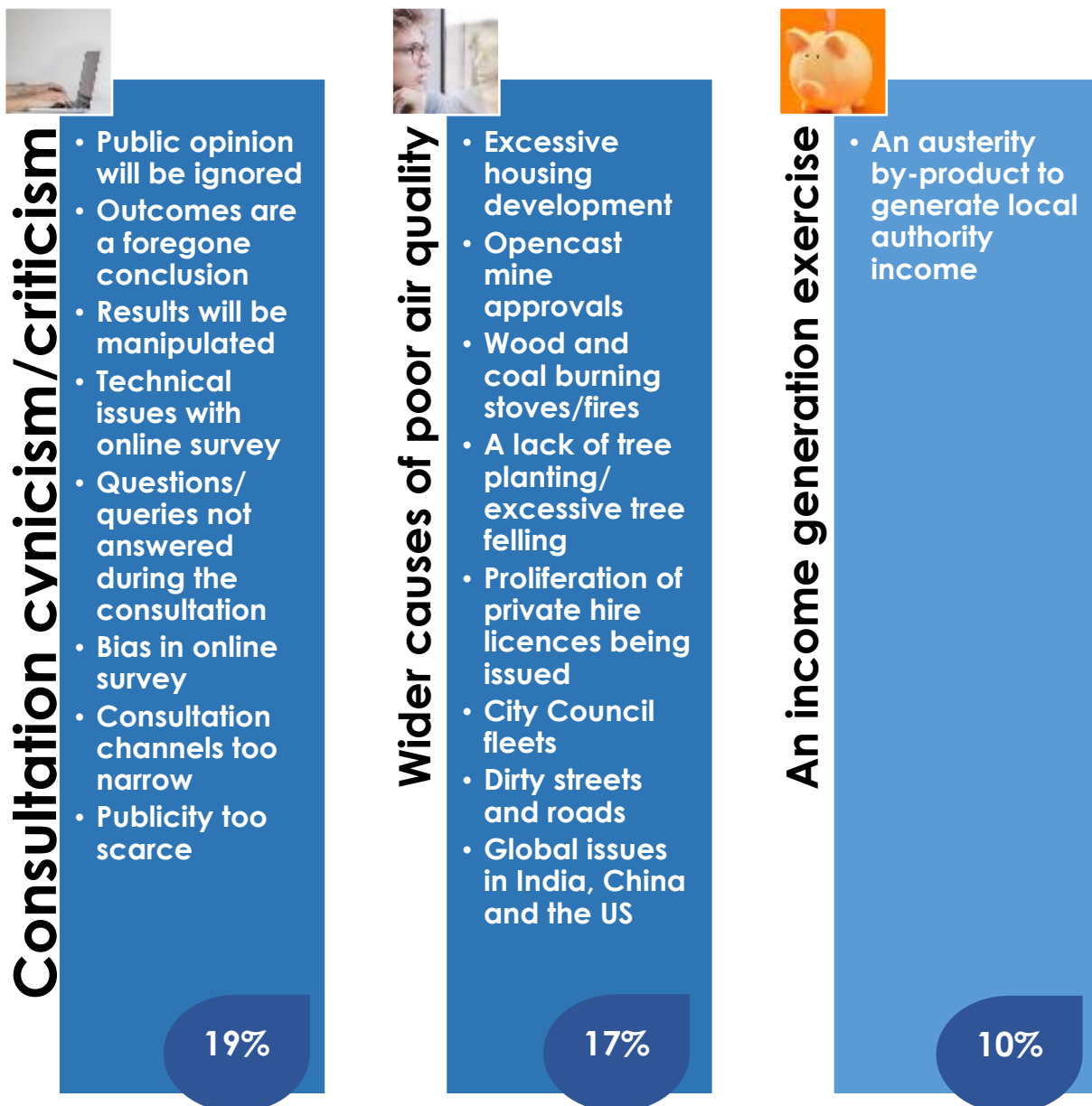
# Social Media Commentary

During the consultation period, over 200 social media posts were made by Newcastle City Council on their Facebook and Twitter pages.

These posts reached over 6 million people and drew over 1,000 comments.

This analysis does not, and cannot, record every comment made about the consultation and the air quality proposals via social media, but rather provides a useful snapshot of opinion from the third week onwards of the consultation.

This opinion clearly tended to have a critical focus, with three recurring themes centring around the actual execution of the consultation itself, a need to consider the causes of poor air quality due to wider policy, and the actual proposals being regarded as an income generation exercise.



n=1,024

## Social Media in Full Force

The following comments, within these three themes, illustrate the weight of largely critical feeling on social media:

"Stop letting houses be built everywhere!"

"You ask for our views then just do what you want anyway"



"It's good that you consult but a shame you never listen"

"How about stopping a whole open-cast mine full of dust and diesel from going ahead?!"



"Stop cutting down trees!"

"You're trying to generate money to pay for your mistakes"



"Roughly translated...how can we fleece motorists for money?!"

"Council-style democracy...you speak but we can't hear you"



# Additional Social Media Focus



Improve the area's road infrastructure (7%)



Promote and improve public transport (9%)



Sign this petition (4%)

Proposed charges excessive (5%)



Proposals will divert/kill trade (4%)



n=1,024



Other comments (25%)



kill

# Appendices





## Appendix 1

### Comparison of Newcastle/Gateshead/North Tyneside Respondents to Population Demographics

The following tables present the demographics of those who said that they were responding to the online survey as a 'resident', and who gave a valid Newcastle, Gateshead or North Tyneside postcode. These are compared with the actual population demographics<sup>4</sup> of each of the three areas.

Compared to the actual population figures, the online survey tended to attract participation from:

- Slightly fewer females than evident in the resident populations of the three areas.
- Fewer younger residents (up to the age of 24) and older residents (65+) than evident in these populations.
- Fewer minority ethnic residents than evident in the Newcastle population.

#### Gender

Area	Male %	Female %	
Newcastle respondents	52	48	n=5,274
Newcastle population	50	50	
Gateshead respondents	54	46	n=1,155
Gateshead population	49	51	
North Tyneside respondents	54	46	n=922
North Tyneside population	48	52	

<sup>4</sup> Gender extracted from 2017 Population Estimates (NOMIS). Age, ethnicity and long-term limiting illness extracted from the 2011 Census (NOMIS). Age category percentages calculated as a percentage of adults (18+) only.

## Age (Adults Only)

Area	18-24 %	25-44 %	45-64 %	65+ %	
Newcastle respondents	6	44	39	11	n=5,433
Newcastle population	22	33	28	17	
Gateshead respondents	5	55	33	6	n=1,187
Gateshead population	11	34	33	22	
North Tyneside respondents	5	55	31	8	n=947
North Tyneside population	10	34	35	22	

## Ethnic Group

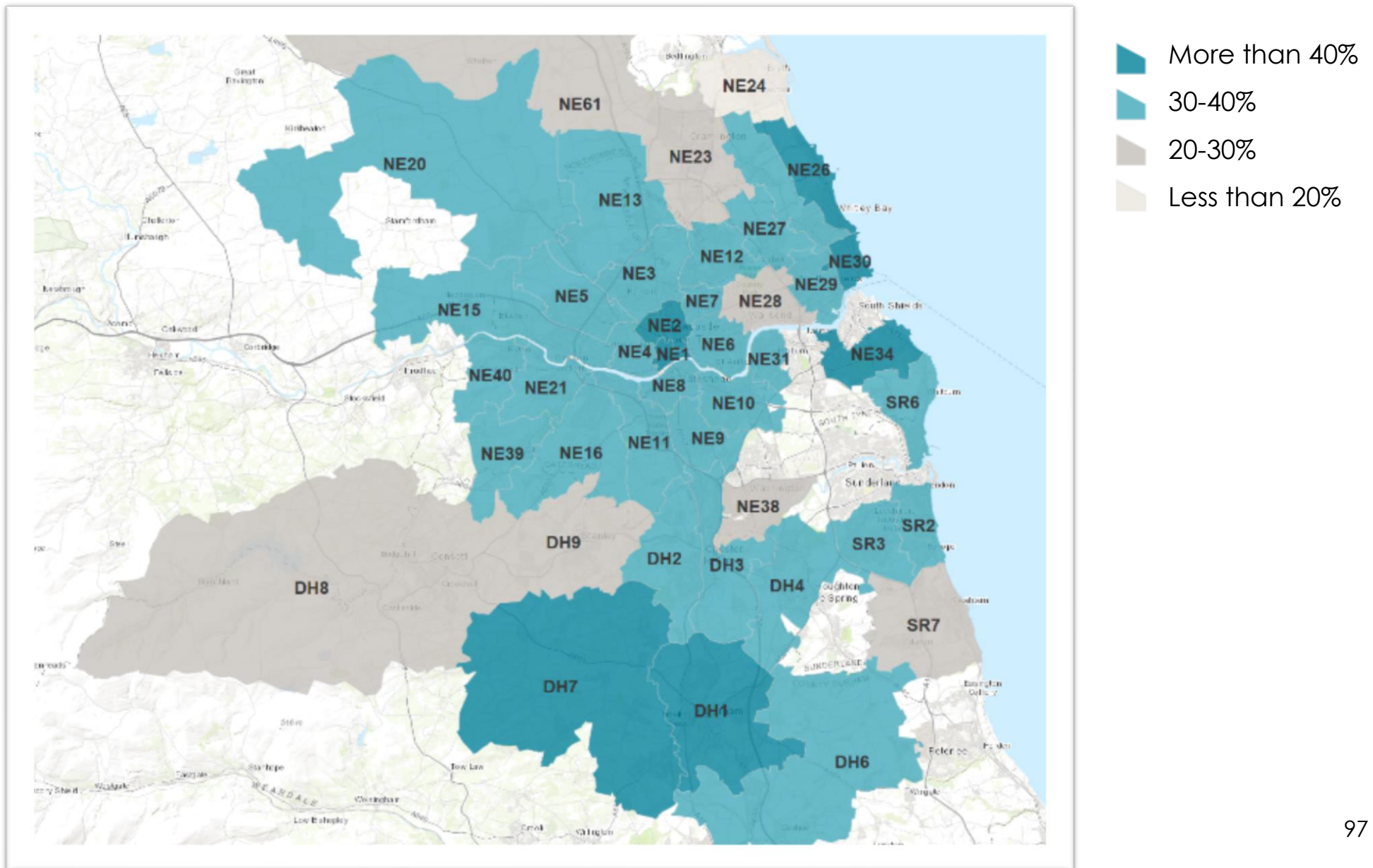
Area	White British %	Minority Ethnic %	
Newcastle respondents	91	9	n=5,117
Newcastle population	85	15	
Gateshead respondents	94	6	n=1,1473
Gateshead population	96	4	
North Tyneside respondents	96	4	n=903
North Tyneside population	97	3	

## Long-Term Limiting Health Problem/Disability

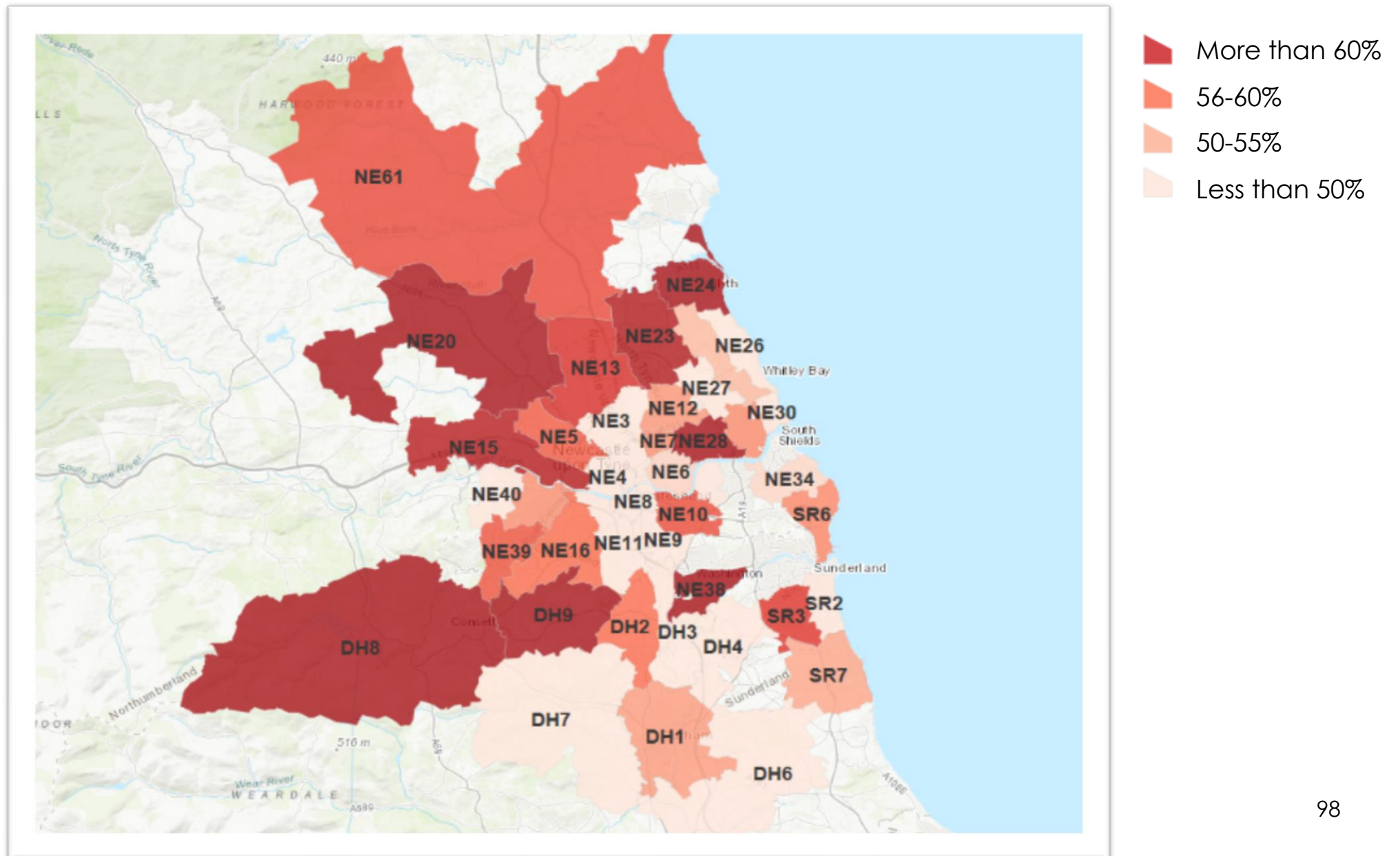
Area	Yes %	No %	
Newcastle respondents	18	82	n=5,214
Newcastle population	19	81	
Gateshead respondents	23	77	n=1,139
Gateshead population	22	78	
North Tyneside respondents	20	80	n=914
North Tyneside population	21	79	

## Appendix 2

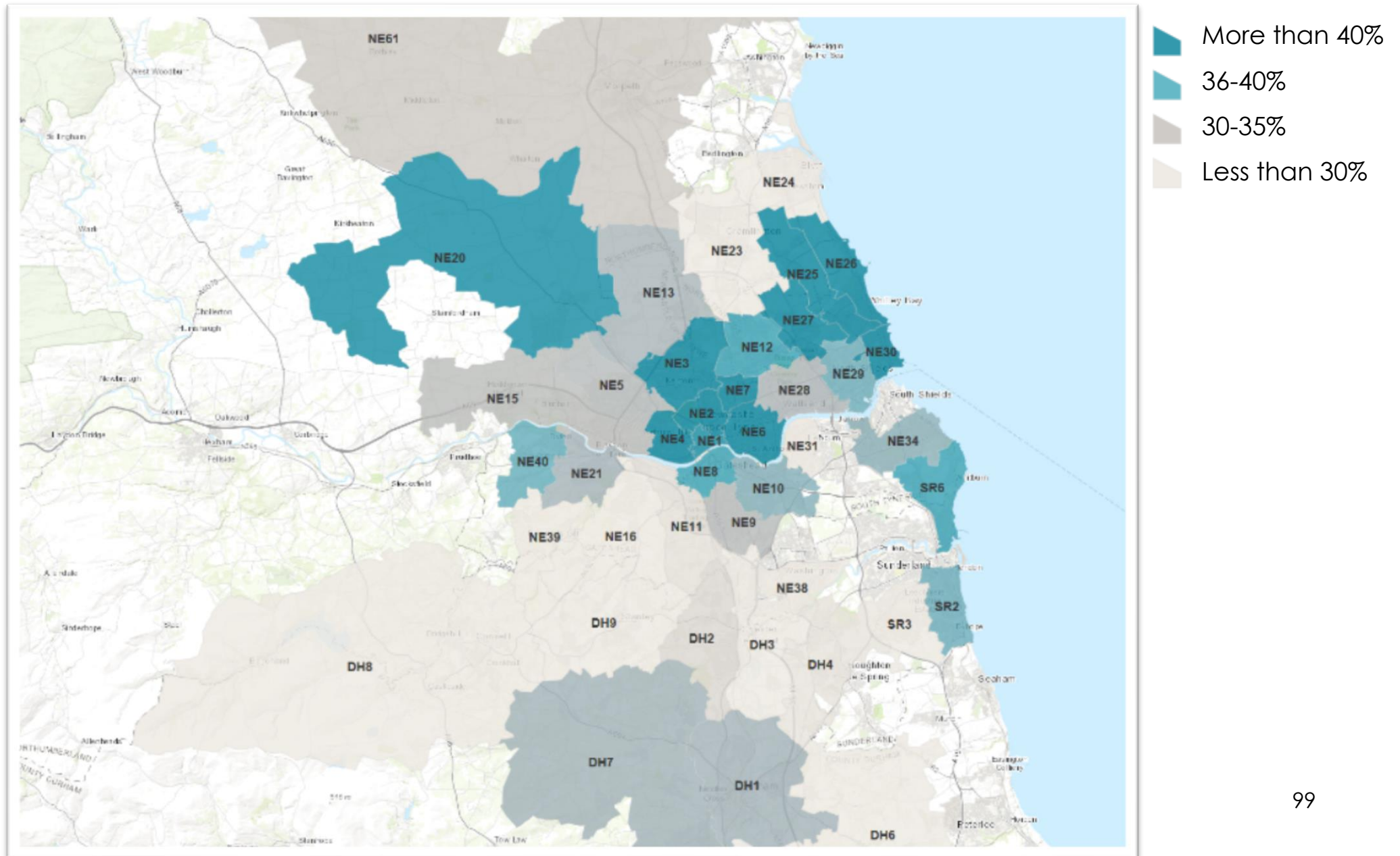
How *AGREEMENT* with the Idea of a Charging Clean Air Zone (CAZ) Varied by Postcode District



# How *DISAGREEMENT* with the Idea of a Charging Clean Air Zone (CAZ) Varied by Postcode District



## How AGREEMENT with the Idea of a Low Emission Zone (LEZ) Varied by Postcode District



# How *DISAGREEMENT* with the Idea of a Low Emission Zone (LEZ) Varied by Postcode District

