

No	Measure	Lead responsibility	Outcome indicator	Timescale LT/M/S	Target emissions impact H/M/L	Cost H/M/L	Smart Target Applied Y/N	Reason
1	To develop new policies where needed or transfer existing policies to the new local plan which will seek to minimise the impact of air quality on the health of local communities and the environment	UDC	Policies contained in the Local Plan once adopted. Use of sec 106 funds to implement action plan	S	M	L	N	Policies are currently being drafted by officers and will be contained within the Pre Submission consultation to be agreed by Council on 8 November 2016. Measure and outcomes are subject to Local Plan adoption. As the local plan can be challenged, timely realistic targets are not achievable.
2	To produce a Technical Guidance document for air quality	UDC	Publicly available TG by 2017	S	L	L	Y	Technical Guidance document to be completed Target date - December 2017.
3	To work with ECC to facilitate the provision of new cycle/pedestrian routes and cycle storage, and promote the routes available.	ECC/UDC	Number of new routes provided, increase in no of storage facilities per annum and users of facilities year on year	S-M	L	H	N	Outcomes dependent on priorities & developer contributions, which the plan cannot timescale. ECC obliged to respond to AQAP following adoption. UDC to engage with ECC at this time to review existing provisions and work with ECC on an on-going basis to achieve outcomes.
4	UDC to increase cycle storage on its own land in Saffron Walden where practical to do so.	UDC	Increase in no of storage facilities and users of facilities	S	L	L	Y	To link in with the Travel plan. Engage with property services & apply for funding where appropriate where need has been identified. Feasibility study by March 2019.

5	To assist ECC in working with local schools and businesses in the review and upgrading of existing travel plans or to assist individual schools or businesses to develop and promote plans	ECC/UDC	Number of travel plans upgraded, no. of schools and businesses newer than 2015. Reduction in school run and commuter traffic of 5 -10% Percentage of pupils walking or cycling to school.	M	L	L	N	Reliance on joint working and ECC engagement to develop new travel plans. Engagement with ECC & other stakeholders to commence March 2017.
6	To support the extension of phone signal coverage and broadband service to all parts of the district and enable improved superfast broadband.	UDC/ECC	Number of businesses and homes enabled to access superfast broadband by 2019. Increase in no of people regularly working from home	LT	L	L	N	UDC to consider need to subsidise provision of service at 3,500 properties not covered by BT Openreach fibreband programme. Timescale beyond control of UDC.
7	To work with ECC Highways to carry out further work and review to provide a scheme of measures aimed at improving junction capacity within the AQMA identified to be necessary as part of the Local Plan once adopted.	ECC	Junction capacity improvements at the four key junctions identified in the plan Reduction in queue lengths from identified baseline.	LT	H	H	N	Reliant on ECC work programme following approval of the Local Plan and developer contributions once commenced. Timescale beyond control of UDC.
8	To work with ECC to assess whether changes to junction	ECC	Improvements to junctions carried out, improved parking on	M	M	H	N	Reliant on ECC priorities & resources.

	configurations and signal controls, control of parking measures on main routes through the town and access to the centre by HGVs which will demonstrably reduce congestion can be identified and implemented ahead of adoption of the local plan		main routes, restrictions to HGVs. Reduction in queue lengths						There will be a reliance on ECC and North Essex Parking Partnership (NEEP) to be in agreement with any changes. No realistic target date can be applied
9	To support targeted enforcement of parking restrictions where identified to be an issue, on main routes through the town	UDC	No of parking penalty notices issued on main routes	S	L	L	N/Y		To survey compliance with parking restrictions using data collected by North Essex Parking Partnership (NEEP) by October 2017
10	To provide clear informative signage to Swan Meadow car park, new amenities, leisure centre, food stores, Audley End .	UDC	No of new signs provided	S	L	L	Y		To liaise with ECC highways to design and provide appropriate signage on approaches to facilities, by September 2017
11	To review UDC travel plan and review opportunities for a shared travel plan with partner organisations using UDC facilities	UDC	Reviewed UDC TP, shared TP by end of 2017. Reduction in car travel to work as measured by survey & occupied car spaces, reduction in business mileage of 5% pa	S	L	L	Y		Conduct a UDC workplace travel survey – July 2017 Develop revised Travel Plan - Dec 2017) Measure outcome of travel plan (July 2019)

12	To pursue options to install renewable energy technologies at suitable sites within Saffron Walden, to review UDC fleet procurement and implement changes where identified as practicable, and likely emission reductions justify the capital expenditure	UDC	No kW renewable energy within SW, review of fuel usage and type, no of UDC LEVs	S	L	M	Y	To develop working group to consider options – July 2017
13	To encourage ECC to procure bus services with integrated timetables, high quality facilities, and a frequent and reliable service linked to the rail service at Audley End. Information on Public Transport services to be readily available in UDC buildings and via the website.	UDC/ECC	No of new or improved services available, information available in UDC buildings. Increase in bus usage of 5%	S	L	L	Y Y	Engage with ECC procurement services – March 2017. Work with in house communications team to promote and provide effective information on public transport services at UDC access points and website, linked to ECC information, by October 2017
14	To identify opportunities to raise public awareness of air quality issues through education initiatives and publicity campaigns	UDC	No of campaigns, target one per annum.	S	L	L	Y	To deliver a targeted campaign to schools & the general public to coincide with National Clean Air Day , scheduled for March 2017

15	To provide advice and raise awareness of car sharing and associated database software available to employers	UDC	No of new car sharing schemes set up, target one per annum. Reduction of 1-5% of private car commuter journeys	S	L	L	N	Scheme uptake outside control of UDC. However, district wide promotion of schemes to take place on an annual basis linked to measure 14.
16	To consider the provision of preferential charging for UDC controlled parking spaces for vehicles meeting low emission standards	UDC	Review of charging policy	S	L	L	Y	To carry out a feasibility study of permit style scheme by March 2020
17	To engage with the Uttlesford licensed operators' forum with the aim of introducing emission controls for licensed taxis operating within Saffron Walden	UDC	Review of licensing policy	S	L	L	Y	To be linked to annual review of taxi licensing policy. Feasibility determined by March 2017
18	To encourage ECC to set emission standards for new and existing buses under contract operating within SW	ECC	Review of contractual arrangements	S	L	L	N	Discussions with ECC to achieve outcome by December 2017
19	To work with the operators of fleet vehicles within the town to facilitate the introduction of low emission vehicles	UDC	No of LEV fleet vehicles on town road network	M	L	M	N	Reliance on engagement with fleet operators to achieve outcome. Discussions with largest fleet operators by December 2018
20	Provide electric charging points on UDC owned parking	UDC	No of points installed per annum, target 4	M	L	M	Y	Feasibility study to be carried out in conjunction with point

	spaces in the town where practical and economically feasible to do so, and encourage the provision of points at suitable privately owned sites							operators , by March 2019
21	To work with ECC on introducing delivery time restrictions to High Street SW	ECC	Restrictions in place, reductions in HGV parking	S	L	L	N	Reliance on ECC to deliver outcome, discussions to be held by December 2017
22	To carry out additional monitoring of NO2 within Saffron Walden and review need for real time data	UDC	Provision of localised data for incorporation into air quality modelling	S	L	L	Y	April 2017 depending on successful capital funding bid