



**AIR QUALITY MANAGEMENT CONSULTATION WORKSHOP:  
SHARING BEST PRACTICE – REGIONAL WORKSHOPS  
STRATFORD-UPON-AVON**



## WORKSHOP 1

### **Question 1:**

What do you expect to achieve from carrying out your local authority statutory duties for AQM consultation?

### **Defra**

#### *Group 1*

- Approval of reports
- Feedback.

#### *Group 2*

- Expected to comment, question of meeting minimum requirement, Q&A on local authority action, slow to respond & sometimes the response is overdue, approval exercise.

### **The public**

#### *Group 1*

- Provide information, let them know what scientific information (plain English)
- More involvement from them but AQ is fairly distant invisible problem; how best engage with them to get something meaningful back
- Health information, they can relate to health problem
- Ownership of the problem as it's largely transport, car
- Awareness of cost, it's easy to say have a bypass & all but they have to be realistic.

#### *Group 2*

- Making complex AQ understandable to the public
- Complex thing, depends on the stage of the process. USA & DA nothing. Tendency to just stick something on the web. Depends on the socio-economic of the city or area on how consultation goes. USA & DA no need, to technical; more on AQMA & action plan but the question is how far to cast the net? Conflict of interest in the public e.g. residents & shopkeepers; council bashing problem; local authorities are responsible for the AQ problem (seen by the public).

### **Internal departments**

#### *Group 1*

- Support, technical advice, comments
- Join up policies, don't conflict with other plans
- Council being as a whole, maybe can do more with portfolio holder then linking to outside the Council.

#### *Group 2*

- Realistic expectations – zero!
- In terms of planning & development ...
- But can get good response internally
- Difficulty with pro-active buying from the planners to AQ as an issue. They happily buying into air quality issue when considering a planning application but not before there is an application.
- AQ as a material in planning consideration.

- Different kind of internal interaction in different authorities
- Internal ‘county’ working does work
- But links with transport planners can work too
- District Councils take on board EHO AQ views but tend to come down on side of ... in practice.

### **External government bodies**

#### *Group 1*

- Action
- Money
- Contact name
- Attendance at meetings
- Data or information free of charge, M6 toll ways
- EA: consistency on dispersion model of large point sources
- County pollution groups working very well

#### *Group 2*

- EA: zero response but if you talk to a person it can work; difficult to access data.
- HA: with joint working forum works very well; an individual makes a difference; depends on which office.
- PCT: good partnership working, again it depends on circumstances & individuals.

### **Question 2:**

Do our research findings reflect your experiences?

#### *Group 1*

1: yes

2: yes

3: neighbouring LAs more than Defra, County Analyst has big interest; nothing from Highways Agency

4: giving information, nodding heads back; not necessarily using the Internet; mailshots, media, radio to raise profile.

5: there is training but not many people have had it; more affordable training is needed; sign up to EMAC but no consultation training.

6: EH departments doing their best for air quality, but not local authorities. could do more on strategic levels.

7: yes

8: depends on the experts. Other people, planners & transport, if you identify problems they take it personally.

9: yes

#### *Group 2*

- AQ issues tends to be scientific. Need guidance & training. How to structure? Agree with time & money especially for small consultancies. Don’t need prescriptive guidance because different consultation for different problems.
- Health & property
- Different views within LA re what consultation is? What level of consultation for what kind of issue? Notion of subsidiarity.

## WORKSHOP 2

### **Question 1:**

Explore 3 aspects of consultation (which stakeholders, at which stage, and what is the most effective strategy) to ensure an effective AQM consultation & to achieve beneficial outcomes from the consultation.

#### *Group 1*

##### *Blueberry DC*

##### Which stakeholders?

County Council, neighbouring LAs, Town Council, Chamber of Trade, Residents Association, Health Authorities/PCT, all the usual suspects, public (selective & targeted), utilise what you've already got in place.

##### Which stage?

Not everybody on each stage, depending on particular problem. After DA, start speaking to statutory consultees. AQS: distribution of information, talk fairly early internally.

##### How?

Defra, focusing locations where exceedences occur (we haven't drawn the line in AQMA at this stage), going to the market talk to the shoppers & residents, advertising boards & buses, weekends & market days to catch the shoppers; mailshots & questionnaire.

##### *Blackberry MBC*

##### Which stakeholders?

Everybody mentioned earlier plus Environment Agency & the operator. Targeted public consultation, particularly with the A2 installation, maybe action groups already exist. For the traffic, draft action plan options to find out what is the most popular.

##### Which stage?

Industrial AQMA: LA sets the conditions, in reality it's very much behind close door but we mustn't exclude the public. Clear action plan & timetable. Engage straight after DA. Transport AQMA: get the options out first to stimulate discussion; partner organisations develop the options then go to wider option with draft action plan.

##### How?

Internal/external meetings, road shows, operator & Environment Agency. Is there any help line with technical option, perhaps Local Authority Unit?

#### *Group 2*

##### *Blueberry DC*

##### Which stakeholders?

DA to Defra & hope to get away with it because of the stigma associated with AQMA declaration. Usual suspects (everybody) but broad consultation have been done already.

##### Which stage?

Post USA.

##### How?

Real questions rather than present technical report and as for comments. What questions you need to ask. Asking something really outrageous, but what about political practicability?

*Cherry CC*

Which Stakeholders?

Usual suspects, bus companies (anyone who produce PM10 emissions), adding the right people, who are the right people?

How?

Community representation. Local resident association, piggy backing on that. Easier to do one to one with the community, there is danger to that (Johnny whispers?). Awareness raising.

**Question 2:**

What are the barriers to and opportunities for implementing our steps to better practice?

*Groups 1 & 2*

- Barriers: resources, public apathy, business interest link with political elements, conflict with other policies.
- Opportunities: Section 106 Agreement, LTP, LDF, LSP, Freight Quality Partnership, Bus Quality Partnership, Taxi Licensing, Green Travel Plan, sustainable development.