



A127 Air Quality Management Plan Engagement Report

Date: 11 October 2018



Contents

Executive Summary.....	iv
1 Introduction	1
1.1 Background.....	1
1.2 Purpose of engagement.....	1
2 Research methodology	2
2.1 Sample.....	2
2.2 Questionnaire.....	2
2.3 Promotion of the engagement.....	2
2.4 Confidentiality and anonymity	4
3 Respondents.....	5
3.1 Introduction	5
3.2 Age.....	5
3.3 Gender	6
3.4 Religion/faith	7
3.5 Ethnicity.....	8
3.6 Marital Status	9
3.7 Physical/sensory impairment, learning difficulty, disability or mental health needs	10
3.8 Caring responsibilities	11
3.9 Locality	12
3.10 I drive.....	13
3.11 I walk for more than 20 minutes.....	14
3.12 I cycle... ..	15
3.13 I use the bus... ..	16
3.14 I use the train.....	17
3.15 Modes of transport	18
4 Responses.....	19
4.1 Response method.....	19

5	Data analysis and interpretation.....	20
5.1	Introduction	20
5.2	Quantitative analysis	20
5.3	Qualitative analysis	20
5.4	Statement 1 – I am concerned about air pollution in South Essex	21
5.5	Statement 2 – I believe air pollution could negatively affect me within my lifetime.....	22
5.6	Statement 3 – I believe air pollution could negatively affect my children/the next generation.....	23
5.7	Statement 4 – I believe South Essex would be a better place to live and work if more people cycled.....	24
5.8	Statement 5 – I believe South Essex would be a better place to live and work if more people used the bus	25
5.9	Statement 6 – I believe South Essex would be a better place to live and work if more people walked.....	26
5.10	Statement 7 – I would consider switching to more sustainable forms of transport (ie. walking, cycling, bus or train) if I knew it would help to improve air quality.....	27
5.11	Statement 8 – I would walk and cycle more if cycle paths and footways were improved	28
5.12	Statement 9 – I drive a car because it is more convenient than using the bus, walking or cycling	29
5.13	Statement 10 – I drive a car because it is cheaper than using the bus/train	30
5.14	Statement 11 – I would use buses/trains more often if they were cheaper.....	31
5.15	Statement 12 – I would use buses/trains more often if they were more reliable	32
5.16	Statement 13 – I would use an electric car if more electric plug points were available along my route	33
5.17	Statement 14 – I would use an electric car if they were cheaper to buy	34
5.18	True/False – Introduction	35
5.19	True/False – There is a link between speed and air pollution	35

5.20	True/False – Turning off your engine while stationary can help to reduce emissions	36
5.21	True/False – A full single-decker bus can take up to 40 cars off the road	37
5.22	True/False – An hour of cycling can burn around 500 calories – the equivalent of about five bags of crisps	38
5.23	True/False – Air pollution costs the UK around £20 billion per year	39
6	Qualitative insight.....	40
6.1	Introduction – I will help to improve air quality in South Essex by.....	40
6.2	Key findings.....	40
6.3	Won't change habits.....	41
6.4	Will change habits	42
6.5	Conditionally would change habits	42
6.6	Suggestions	43
6.7	Other comments.....	45
Appendix A: Survey		ii
Appendix B: Code frame.....		xi

Executive Summary

In summer 2018 we invited people living and working in South Essex to take part in an online questionnaire which asked a series of questions on sustainable travel and air quality. We received **288 responses**.

Nearly **half of people who responded said they drive daily** (46.5%) and an additional 22.6% said they drive 3-6 times a week.

In comparison, **only 3.1% of respondents reported that they use the train daily** and 1.7% 3-6 times a week. **Less than 1% said they cycle daily** (0.7%), while 3.6% cycle 3-6 times a week. **A similarly low amount said they used the bus daily (0.7%)**, while 2.8% use the bus 3-6 times a week.

More than three quarters of respondents either agree or strongly agree that they are concerned about air pollution in South Essex (77.8%); that air pollution could negatively impact them during their lifetime (77.1%); and that that air pollution could negatively impact their children/the next generation during their lifetime (77.4%).

Despite this, **less than half of people surveyed (39.9%) said they would consider switching to more sustainable forms of transport (ie. walking, cycling, bus or train) if they knew it would help to improve air quality**. 1.4% of people surveyed said they already used sustainable forms of transport.

This could be explained by the follow up question where **72.6% of respondents either agreed or strongly agreed that they drive a car because it is more convenient than using the bus, walking or cycling**.

However, when people were asked a series of five 'true or false' questions (which were all true), the responses suggest that some simple tips from national Clean Air Day are getting through to the public: **77% of respondents believed that turning off your engine while stationary can help to reduce emissions**, 65% believed that a full single decker bus can take up to 40 cars off the road, **60% of respondents believed there is a link between speed and air pollution**, while another 60% **believed that air pollution costs the UK £20 billion a year**

The majority of respondents said they were willing to change their travel habits if there were improvements to the cost, reliability and availability of more sustainable forms of transport.

The survey results indicate that many people understand the risks posed by air quality issues. Of the respondents, 40% either agreed or strongly agreed that they were willing to switch to sustainable forms of transport if this would help solve air quality issues, but it is clear there is still a lot more to be done to encourage the remaining majority.

1 Introduction

This report summarises responses submitted to the questionnaire which ran from 21 June (Clean Air Day) to 22 August 2018.

1.1 Background

In mid-2017, the Government published the UK Plan for tackling roadside nitrogen dioxide (NO₂) concentrations. This set out how the Government would bring the UK NO₂ concentrations within the statutory annual limit of 40 micrograms per cubic metre (µg/m³) in the shortest possible time.

As a result of high traffic volumes and congestion, three locations along the A127 route in Basildon Borough (one location) and Rochford District (two locations) were identified by the Department for Environment, Food and Rural Affairs (Defra) Pollution Climate Mapping (PCM) model as *likely* exceeding EU air quality thresholds for Nitrogen Dioxide (NO₂).

The PCM model predicted that these three locations would continue to exceed the NO₂ annual mean EU Limit Value of 40 µg/m³ beyond 2020 and therefore an Air Quality Management Plan (AQMP) must be developed to address the issues in the shortest possible time, while also considering the impact of significant planned future growth on the route.

The local authorities therefore need to undertake assessments to consider the best option to achieve likely compliance within the shortest possible time. Basildon Borough Council and Rochford District Council (the local authorities) have created a joint working group with Essex County Council (the highways authority) to find the best possible solution to air pollution levels in South Essex.

Air quality is currently being monitored in South Essex as part of the ongoing study work which will inform future efforts to cut air pollution.

1.2 Purpose of questionnaire

The questionnaire took place to support the submission of the Outline Business Case for improving air quality in South Essex, which will be presented to Defra in spring 2019. The feedback also helped to establish a baseline of public understanding to inform further study work.

2 Research methodology

2.1 Sample

The target population for the questionnaire were people who live, spend leisure time, work and/or travel in and around South Essex, particularly within Rochford District Council and Basildon Borough Council areas.

Two hundred and eighty-eight people chose to respond. As they were self-selecting, the results are not necessarily indicative of the views of the wider population.

2.2 Questionnaire

A questionnaire was used to establish a baseline of information regarding:

- what people currently know about air quality;
- whether they think there is an issue; and
- their views and awareness regarding sustainable travel modes and existing initiatives.

The questionnaire was mainly made up of closed questions, with one open question where respondents could write their own response. The full questionnaire is available to view in Appendix A.

The questionnaire was available on the air quality page on the Essex County Council website: www.essex.gov.uk/airquality.

2.3 Promotion of the questionnaire

The survey was promoted in June and August 2018, initially using Clean Air Day on 21 June 2018 as a hook. We used a range of channels, both direct and indirect, to capture as wide an audience as possible.

Digital

Web: A dedicated webpage was set up for the project on the Essex County Council website. This provided a space to promote air quality initiatives, such as Clean Air Day and Catch the Bus Week, and to host the questionnaire. It also linked to relevant pages on the Rochford District Council and Basildon Borough Council pages.

Social media: All three councils in the working group promoted the questionnaire, as well as supporting events and air quality initiatives, through their social media channels to maximise the reach of the communications.

Banners signposting people to the project's webpage were displayed in Basildon Borough Council, Rochford District Council and Essex County Council offices.

Engagement with business groups

A presentation was given to Basildon Business Group encouraging those present to fill out the questionnaire and promote it through their channels. Similar information was sent to Southend and Rochford Business Groups.

Public engagement events

Engagement events promoting the questionnaire were held at Basildon Eastgate Shopping Centre on Clean Air Day (21 June) and at Rayleigh Market on 27 June. It was also promoted at a Cycle to Work day in Shoeburyness on 15 August.

Leaflets about improving air quality in South Essex that promoted the project's webpage were handed out at these events.

Advertising

Paid-for advertising on the Essex Echo newspaper website and Facebook page promoted the survey on 15, 18, 19, 21 and 22 August. The advertising was geo-targeted to Rochford District and Basildon Borough. The ads produced 83,000 impressions with a click-through rate of 0.26% – more than five times the industry average rate of 0.05%.

2.4 Confidentiality and anonymity

Personal information was gathered as part of the questionnaire to monitor Diversity and Equality practices. The following statement was provided in the questionnaire:

In order to ensure the continued development of our Diversity and Equality practices, everyone that we work with is asked to complete the information below.

You are not obliged to answer any of the questions, but the more information you supply, the more effective our monitoring will be. If you choose not to answer questions, it will not affect your participation.

The information you supply below is confidential and will be used solely for monitoring purposes and anonymously in the reporting of the results of this consultation.

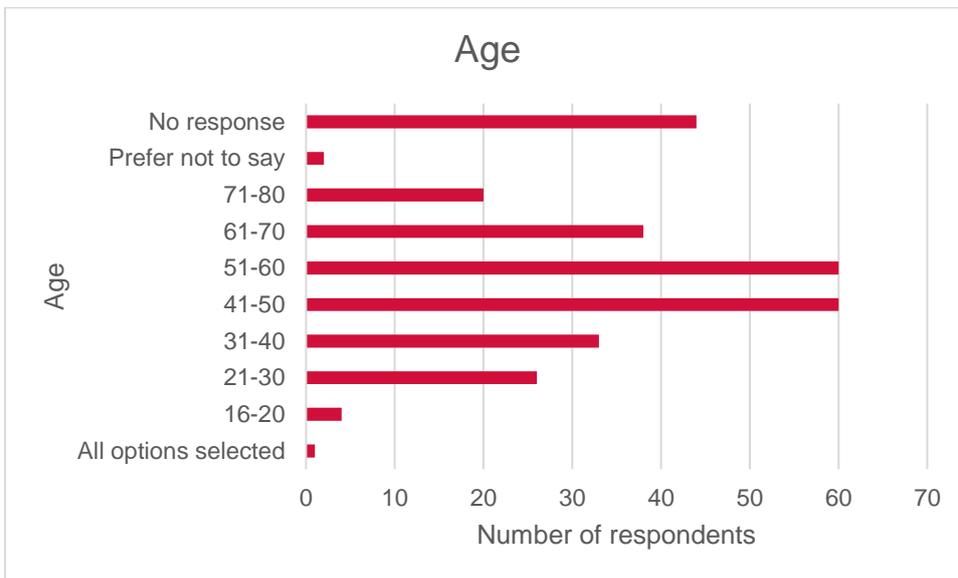
[A link to Essex County Council's privacy statement](#) was also provided in the questionnaire, which explains how the County Council uses and handles personal data.

3 Respondents

3.1 Introduction

We received 288 responses to the survey. Respondents were asked to provide personal information to help us understand how people travel around South Essex, and to facilitate monitoring of diversity and equality practices. None of the questions in the survey were compulsory; respondents could submit their survey response without answering all the questions.

3.2 Age



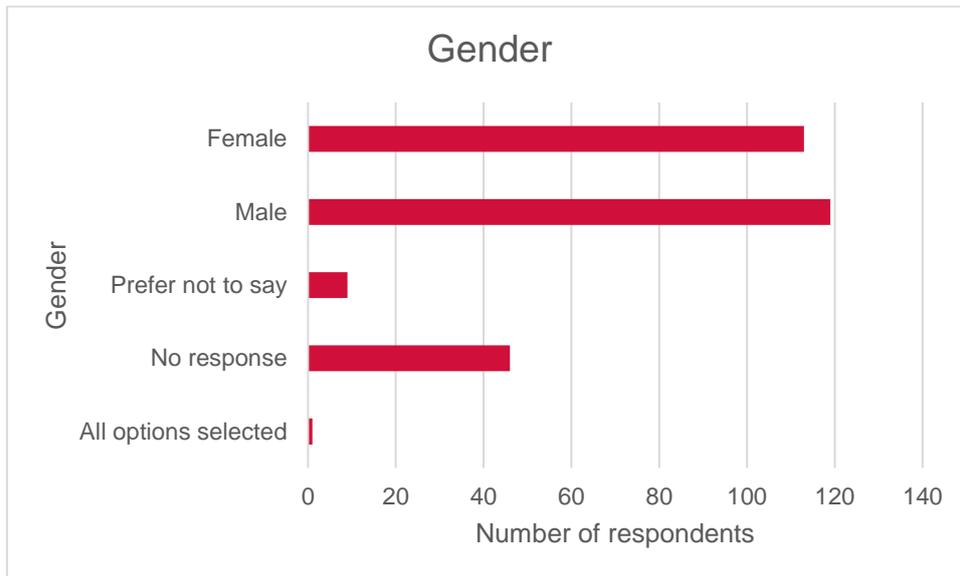
The age categories 51-60 and 61-70 had the joint highest number of responses: 41.7% of the 288 respondents were aged between 51 and 70. The smallest number of responses was from the youngest age category, 16-20. 1.4% of respondents were from this group.

Census data (2011) shows 16-19 year olds make up around 5.1% of residents in Rochford and 5% in Basildon, while 45-74 year olds make up 33.4% of residents in Rochford and 34% in Basildon. The mean average age in Rochford is 39.9 and 39.1 in Basildon.

This suggests that despite the digital approach to the survey, the majority of respondents were slightly older than the average age of residents who responded to the 2011 Census in the Basildon and Rochford local authority areas.

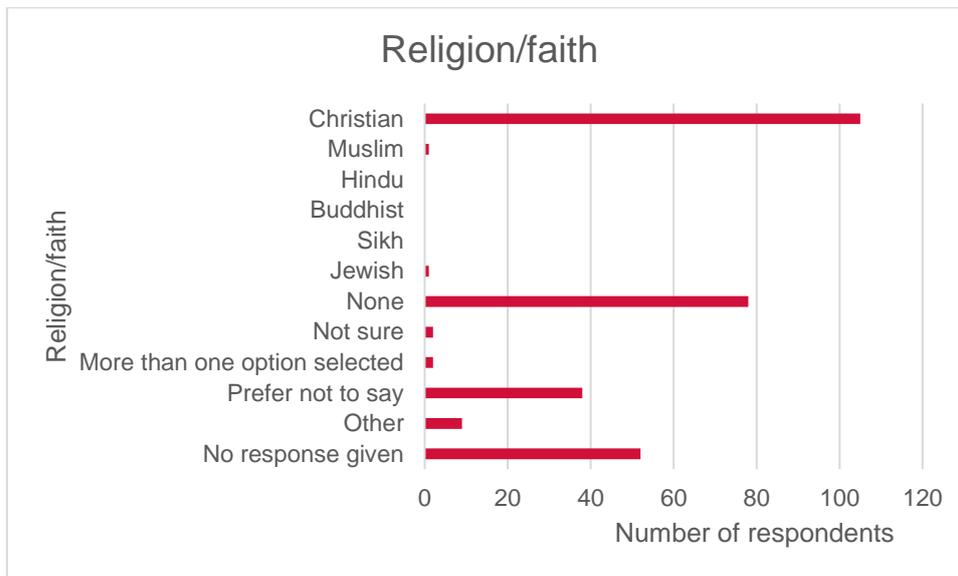
0.7% of respondents preferred not to give their age, and 15.3% did not answer this question. One respondent selected all of the options.

3.3 Gender



39.2% of the 288 respondents were female, and 41.3% were male. 3% preferred not to specify their gender, and 16.0% of respondents did not provide a response. One respondent selected all of the options.

3.4 Religion/faith

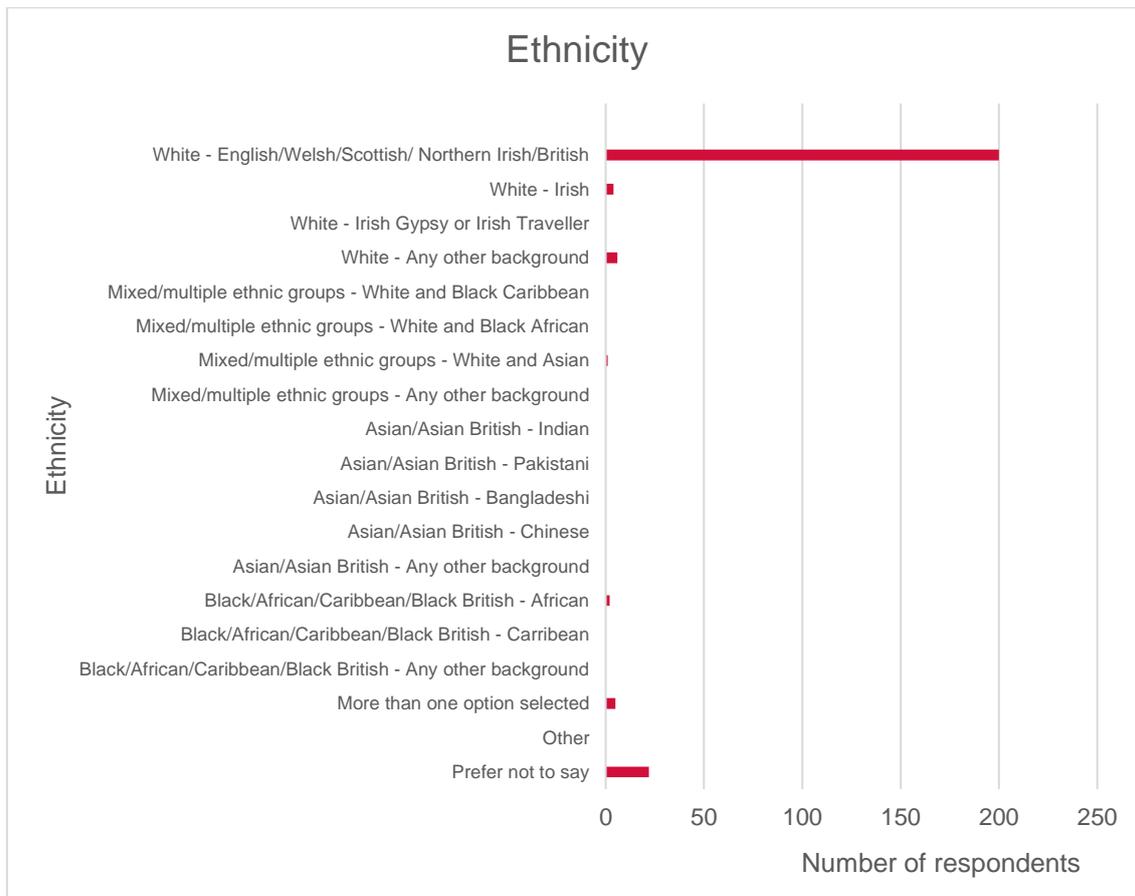


Most responses were received from Christians, with 36.5% of respondents identifying themselves as Christian. The second highest number of responses were from people of no religion or faith – 27.1%. There were no responses from people identifying themselves as Hindu, Buddhist or Sikh. 0.3% of respondents identified themselves as Muslim. The same percentage identified themselves as Jewish.

3% of respondents identified themselves as belonging to a religion/faith that was not listed, and 0.6% identified with more than one religion/faith. The same percentage responded that they were not sure of their religion/faith. 14.0% of respondents preferred not to answer this question, and 18.1% left this question blank.

This is generally representative of the area – according to the 2011 census data, most people in Basildon and Rochford are Christian, and the second-most numerous category is those with no religion.

3.5 Ethnicity



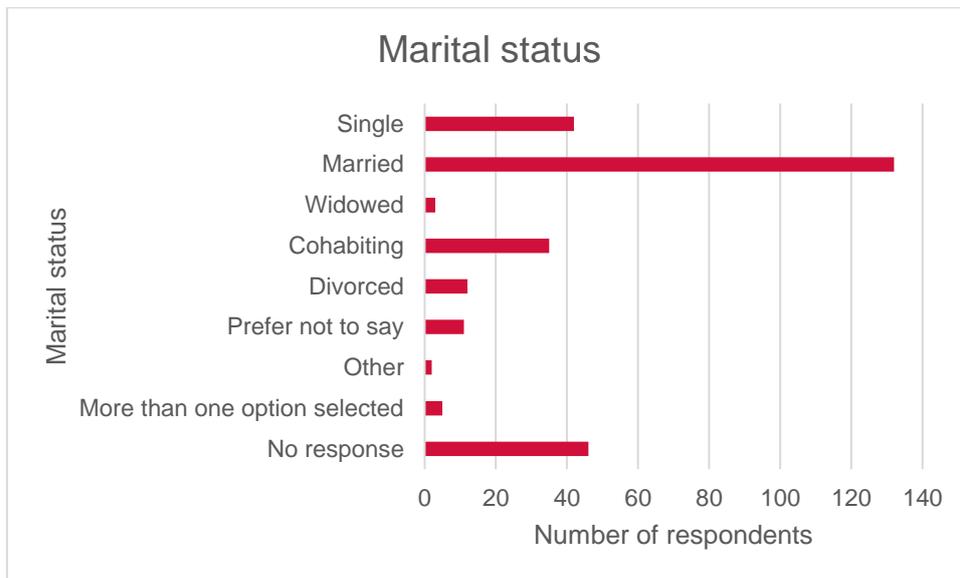
69.4% of responses were from people of White – English/ Welsh/ Scottish/ Northern Irish/ British ethnicity. 1.4% of respondents were White – Irish, and 2.1% White – Any other background. 0.7% of respondents were Black/ African/ Caribbean/ Black British – African.

0.3% of respondents were from Mixed/multiple ethnic groups - White and Asian, while 1.7% of respondents selected more than one option.

This appears to be largely representative of the study area – according to the 2011 census data, 89.5% of people from Basildon and 95.6% of people from Rochford are White – English/ Welsh/ Scottish/ Northern Irish/ British.

7.6% of respondents preferred not to answer this question, and 16.7% left this blank.

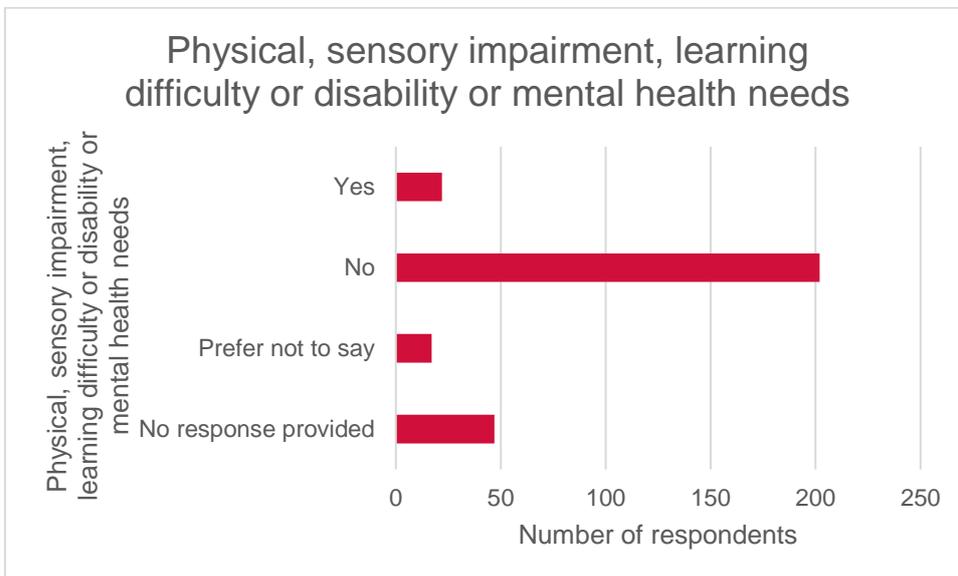
3.6 Marital Status



Most responses were received from married people, comprising 45.8% of responses. 14.6% of responses were submitted by single people; 12.1% cohabiting; 4.2% by divorced people; and 1.0% by people who had been widowed.

1.7% of respondents selected more than one option (for example, Divorced and Single). 3.8% of respondents preferred not to answer this question, and 16.0% of respondents did not provide an answer to this question.

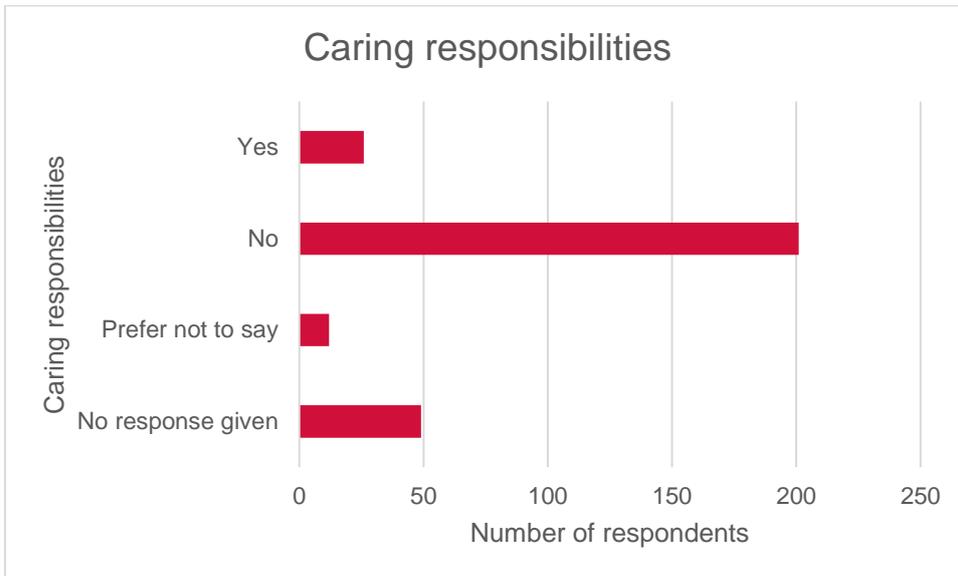
3.7 Physical/sensory impairment, learning difficulty, disability or mental health needs



70.1% of respondents did not have a physical, sensory impairment, learning difficulty, disability or mental health needs, while 7.6% did.

6.0% of respondents preferred not to answer this question, and 16.3% left this question blank.

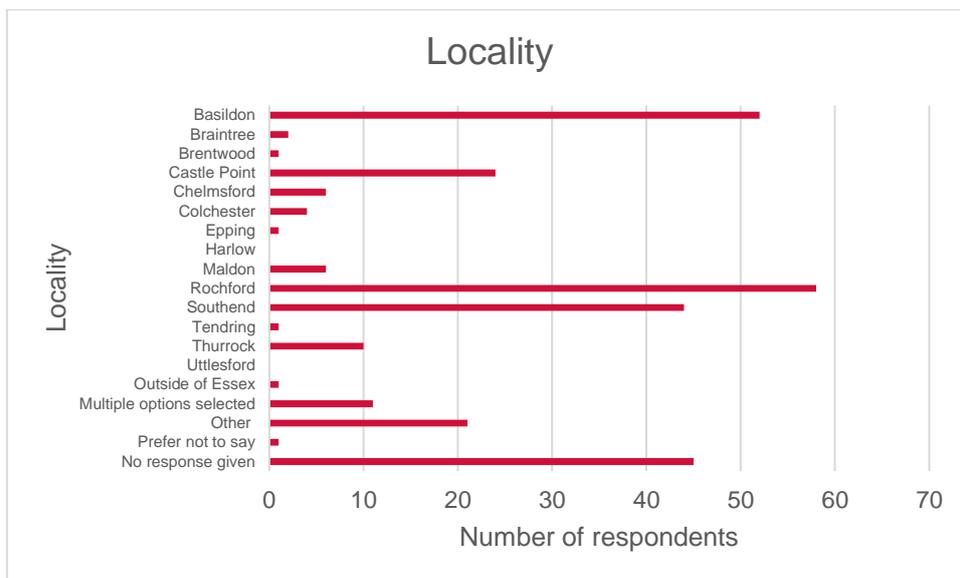
3.8 Caring responsibilities



9.0% of respondents identified as having caring responsibilities, while 69.8% do not have caring responsibilities.

4.7% of respondents preferred not to answer this question, and 17% did not provide an answer.

3.9 Locality



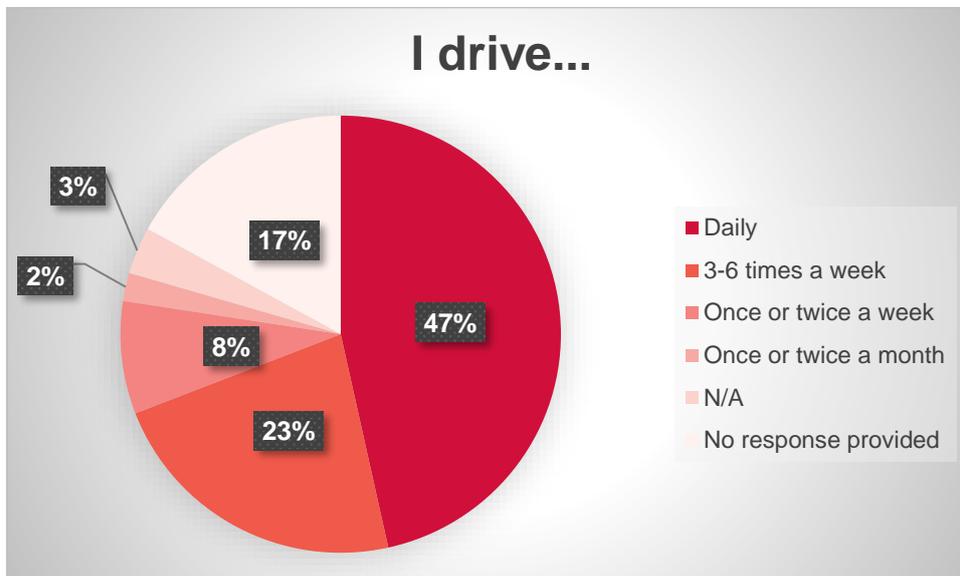
Respondents were provided with a list of localities within the county of Essex. The most respondents reported that they were from Rochford (20.1%), followed by Basildon (18.1%), Southend (15.3%), Castle Point (8.3%), Thurrock (3.5%), Maldon and Chelmsford (both 2.1%), Colchester (1.4%), Braintree (0.7%), and Tendring, Epping and Brentwood (all with 0.3%). No responses were received from Harlow or Uttlesford.

Another 0.3% of respondents reported that they were from outside of Essex, while 7.3% of respondents identified as being from another locality. It should be noted that some respondents that selected 'Other' identified themselves as being from an area within one of the prescribed areas, such as Rayleigh which is in Rochford and Billericay which is in Basildon.

3.8% of respondents selected multiple options. 0.3% of respondents preferred not to share their locality, and 15.6% did not provide a response to the question.

3.10 I drive...

Respondents were asked to specify how often they drive.



46.5% of respondents stated that they drive daily. 22.6% drive 3-6 times a week and 8.3% once or twice a week, while 2.1% drive once or twice a month. 3.5% of respondents provided N/A as their response, while 17.0% did not leave an answer.

3.11 I walk for more than 20 minutes...

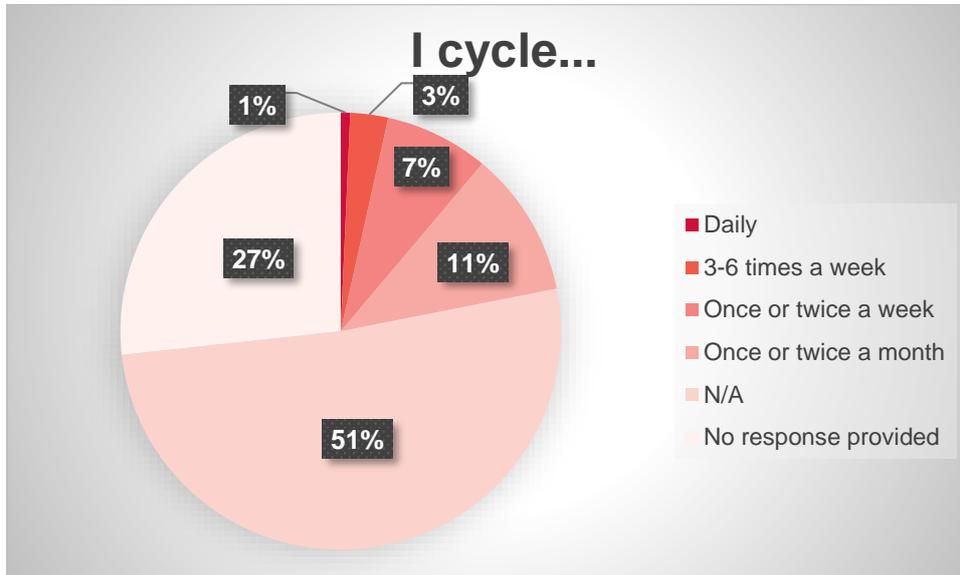
Respondents were asked to specify how often they walk for more than 20 minutes.



33.0% of respondents stated that they walk for more than 20 minutes daily. 21.2% walk for more than 20 minutes 3-6 times a week and 19.4% once or twice a week, while 6.9% walk for more than 20 minutes once or twice a month. 2.8% of respondents answered this statement with N/A, and 16.7% did not respond.

3.12 I cycle...

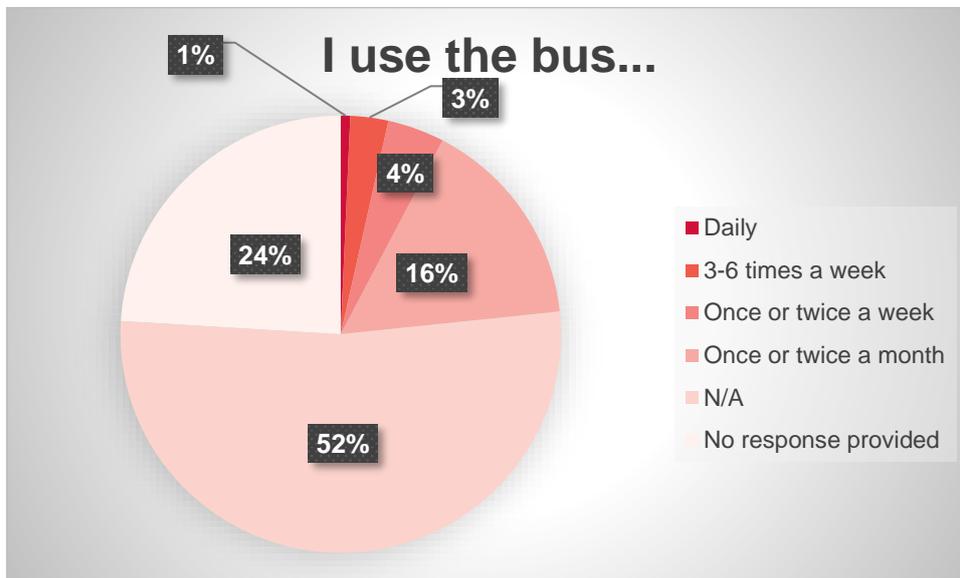
Respondents were asked to specify how often they cycle.



0.7% of respondents cycle daily, while 3.6% cycle 3-6 times a week. 10.8% cycle once or twice a week and 7.6% cycle once or twice a month. More than half (51.4%) provided N/A as their response, and 26.7% did not provide respond to this statement.

3.13 I use the bus...

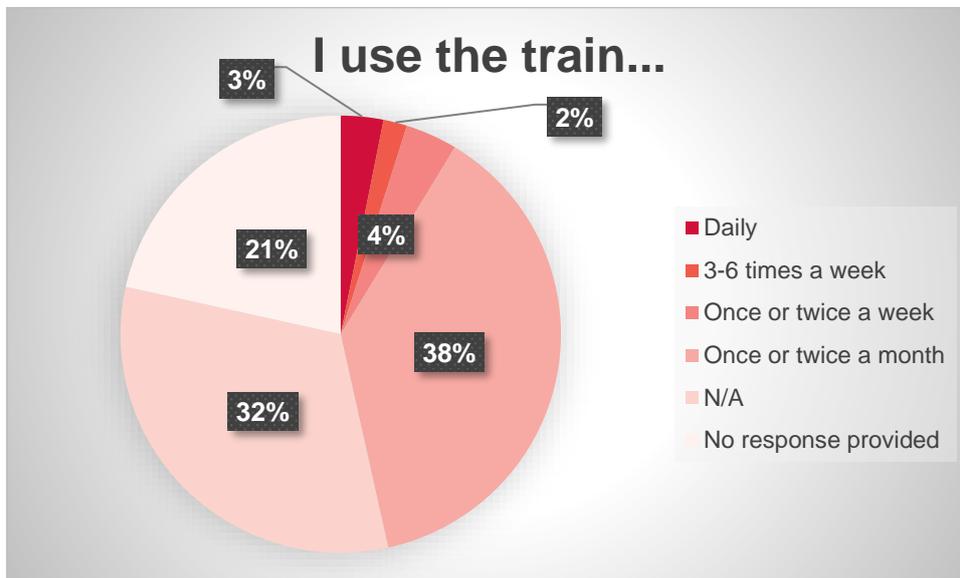
Respondents were asked to specify how often they use the bus.



0.7% of respondents report that they use the bus daily, while 2.8% use the bus 3-6 times a week and 4.2% once or twice a week. 15.6% of respondents stated that they use the bus once or twice a month and 52.4% provided N/A as their response to this statement. 24.0% did not provide an answer to this statement.

3.14 I use the train...

Respondents were asked to specify how often they use the train.



3.1% of respondents reported that they use the train daily and 1.7% 3-6 times a week. 3.8% of respondents use the train once or twice a week, and 37.8% catch the bus once or twice a month. 31.9% of respondents answered N/A and 21.5% did not respond to this statement.

3.15 Modes of transport

288 responses were submitted as part of this engagement. Respondents were asked to select the modes of transport that they used from the list in the table below and were able to select multiple options. 44 respondents did not select any modes of transport.

Modes of transport	Number of responses
Car driver	223
Car share	14
Passenger in a car	103
Taxi driver	4
Heavy Goods Vehicle (HGV) driver	7
Large Goods Vehicle (LGV) driver	7
Powered two-wheeler (eg. Motorbike)	9
Cyclist (recreational)	50
Cyclist (to place of work or study)	14
Train user	83
Bus user	50
Other	27
No response provided	44

4 Responses

4.1 Response method

All responses were received through the online survey. Essex County Council's Customer Contact Centre was available to complete the response form over the phone for anyone that wanted to respond but did not have access to the internet.

5 Data analysis and interpretation

5.1 Introduction

The data analysis is both quantitative and qualitative, to cover closed questions and the open question.

Please note that the percentages in the following pie charts have either been rounded up or down by the system to ensure that the whole number percentages add up to 100%. The percentages in the explanations below the charts are to one decimal place and thus more accurate.

5.2 Quantitative analysis

The quantitative data is presented in graphical and text form and provides a summary of the responses received.

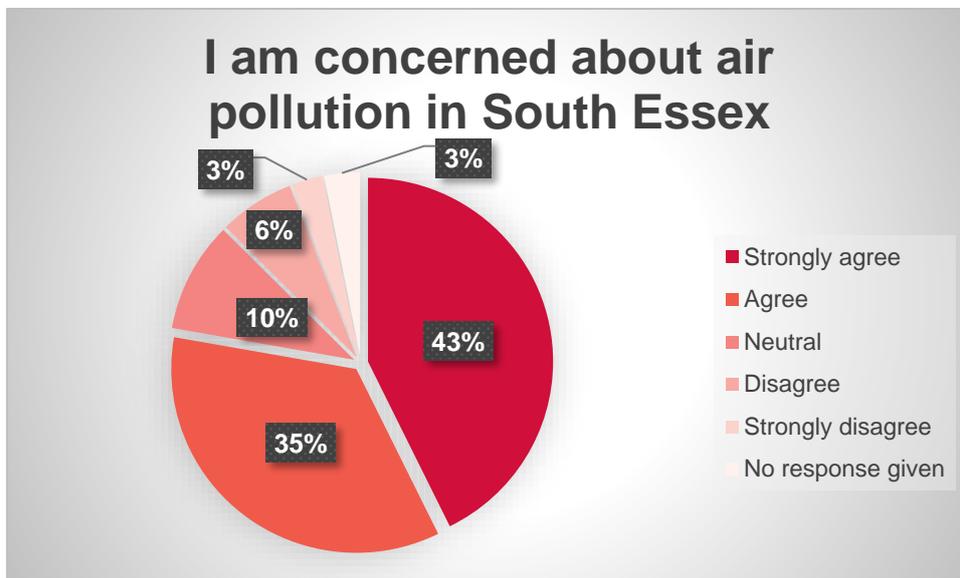
5.3 Qualitative analysis

A code frame was developed from the responses received to facilitate their analysis. This approach was used to make sure that the key themes identified were derived from the responses themselves.

Coding is where themes within the response to the open question are identified and allocated a tag. The tags are used to facilitate the reporting of key themes that emerge from across the sample and are not to be used a way of quantifying the number of times a particular theme is tagged.

5.4 Statement 1 – I am concerned about air pollution in South Essex

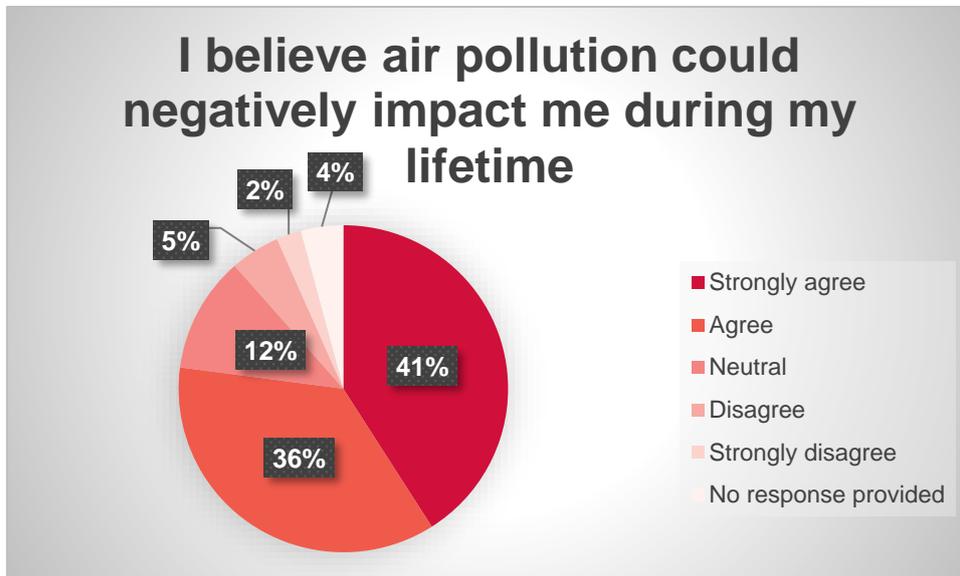
Respondents were asked to what extent they agree with the statement: *I am concerned about air pollution in South Essex.*



More than three quarters (77.8%) of respondents either agree or strongly agree that they are concerned about air pollution in South Essex. 9.7% of respondents reported that they were neither concerned nor unconcerned about air pollution in South Essex, while 9.3% either disagree or strongly disagree with the statement. 3.1% did not respond to the question.

5.5 Statement 2 – I believe air pollution could negatively affect me within my lifetime

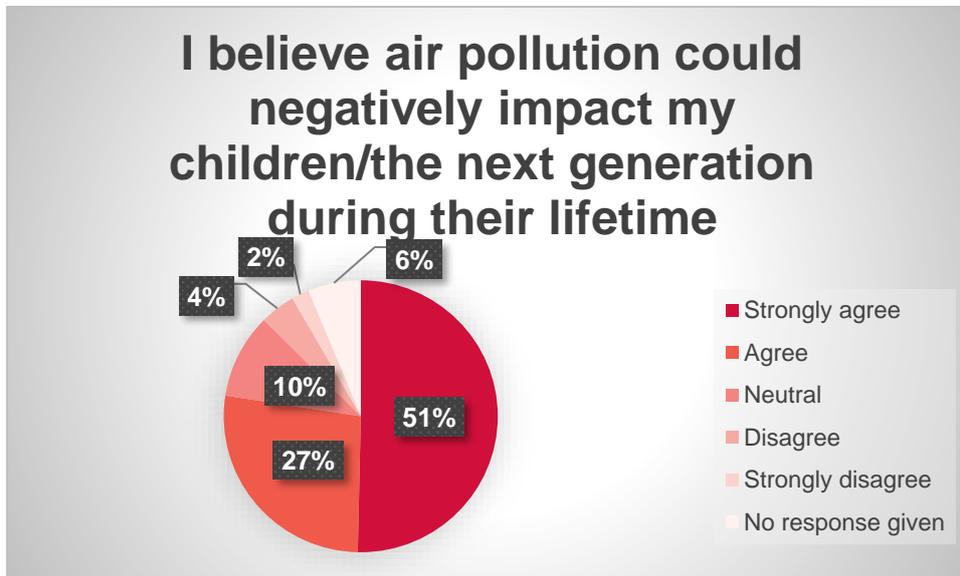
Respondents were asked to what extent they agree with the statement: *I believe air pollution could negatively impact me during my lifetime.*



More than three quarters (77.1%) of respondents either agree or strongly agree that they believe that air pollution could negatively impact them during their lifetime. 11.5% of respondents reported that they were neutral as to whether or not they believe air pollution could negatively impact them during their lifetime, while 7.3% either disagree or strongly disagree with the statement. 4.2% did not respond to the question.

5.6 Statement 3 – I believe air pollution could negatively affect my children/the next generation

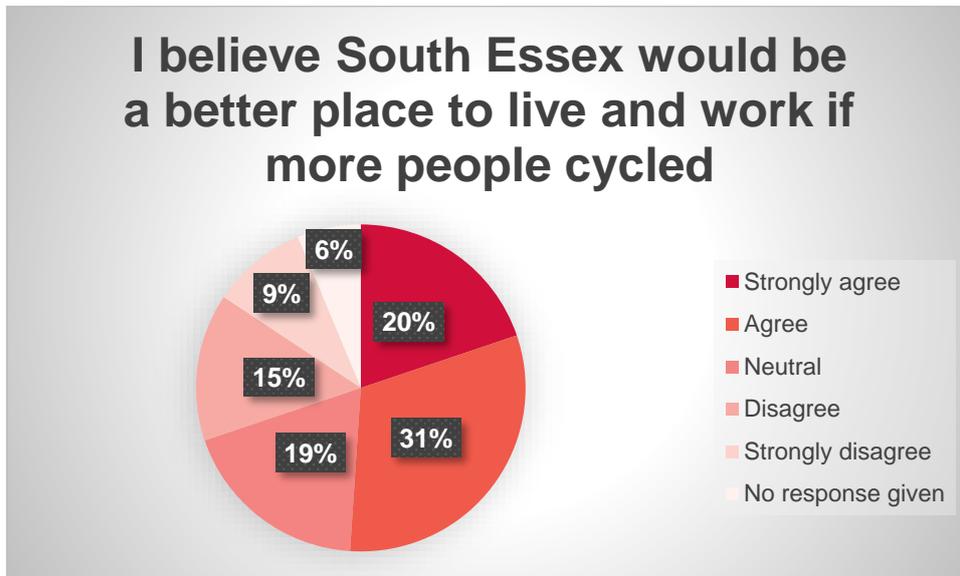
Respondents were asked to what extent they agree with the statement: *I believe air pollution could negatively impact my children/the next generation.*



More than three quarters (77.4%) of respondents either agree or strongly agree that they believe that air pollution could negatively impact their children/the next generation during their lifetime. 10.1% of respondents reported that they were neutral as to whether or not they believe air pollution could negatively impact their children/the next generation during their lifetime, while 6.3% either disagree or strongly disagree with the statement and another 6.3% did not respond.

5.7 Statement 4 – I believe South Essex would be a better place to live and work if more people cycled

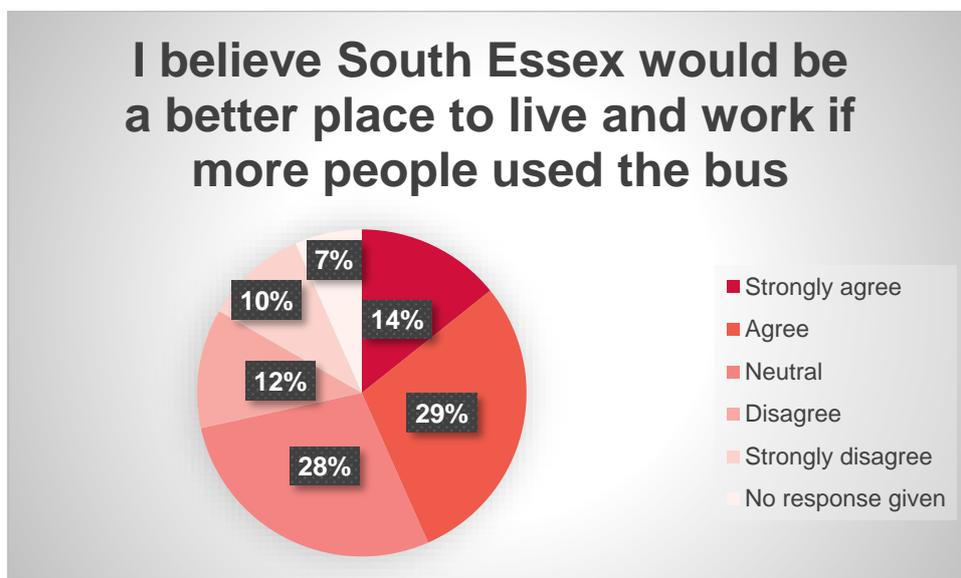
Respondents were asked to what extent they agree with the statement: *I believe South Essex would be a better place to live and work if more people cycled.*



51.0% of respondents either agree or strongly agree that they believe South Essex would be a better place to live and work if more people cycled. 18.8% of respondents were neutral as to whether they believe South Essex would be a better place to live and work if more people cycled. 24.0% of respondents either disagree or strongly disagree with the statement, while 6.3% of respondents did not provide an answer.

5.8 Statement 5 – I believe South Essex would be a better place to live and work if more people used the bus

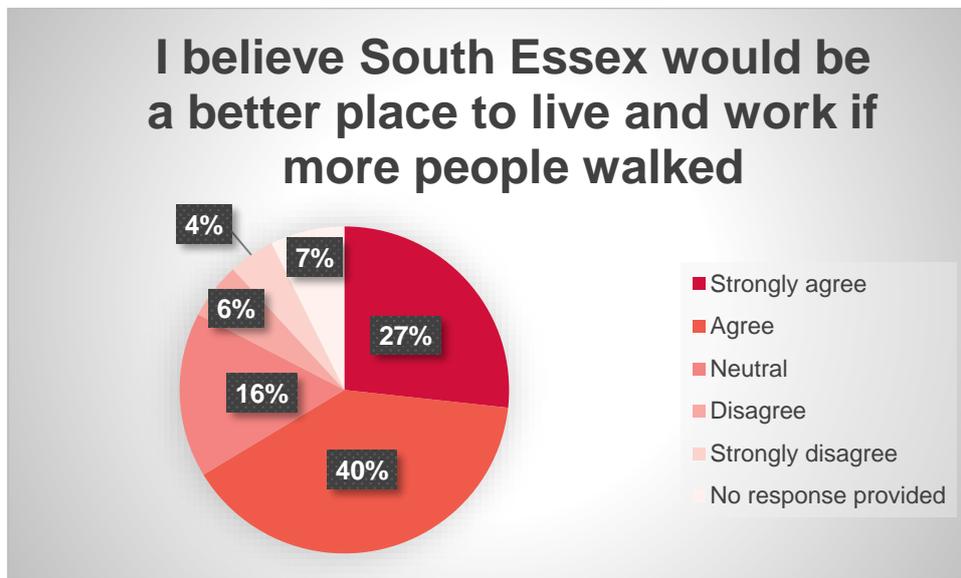
Respondents were asked to what extent they agree with the statement: *I believe South Essex would be a better place to live and work if more people used the bus.*



43.4% of respondents either agree or strongly agree that they believe South Essex would be a better place to live and work if more people used the bus. 28.1% of respondents were neutral towards this statement, and 21.9% either disagree or strongly disagree that South Essex would be a better place to live and work if more people used the bus. 7.0% of respondents did not provide an answer to this question.

5.9 Statement 6 – I believe South Essex would be a better place to live and work if more people walked

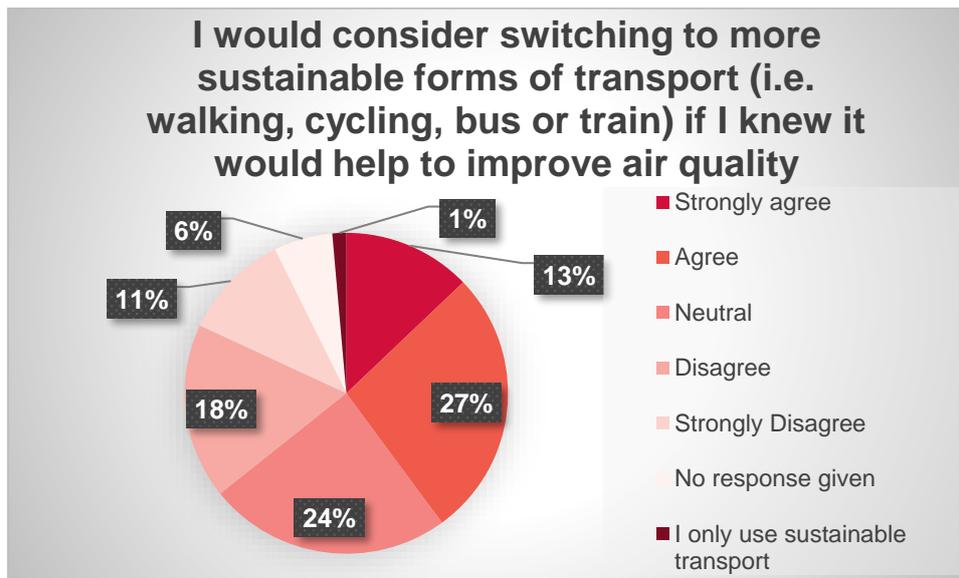
Respondents were asked to what extent they agree with the statement: *I believe South Essex would be a better place to live and work if more people walked.*



66.3% of respondents either agree or strongly agree that they believe South Essex would be a better place to live and work if more people walked. 16.3% of respondents provided a neutral response to this statement, while 10.1% of respondents either disagree or strongly disagree that South Essex would be a better place to live and work if more people walked. 7.1% of respondents did not provide an answer.

5.10 Statement 7 – I would consider switching to more sustainable forms of transport (ie. walking, cycling, bus or train) if I knew it would help to improve air quality

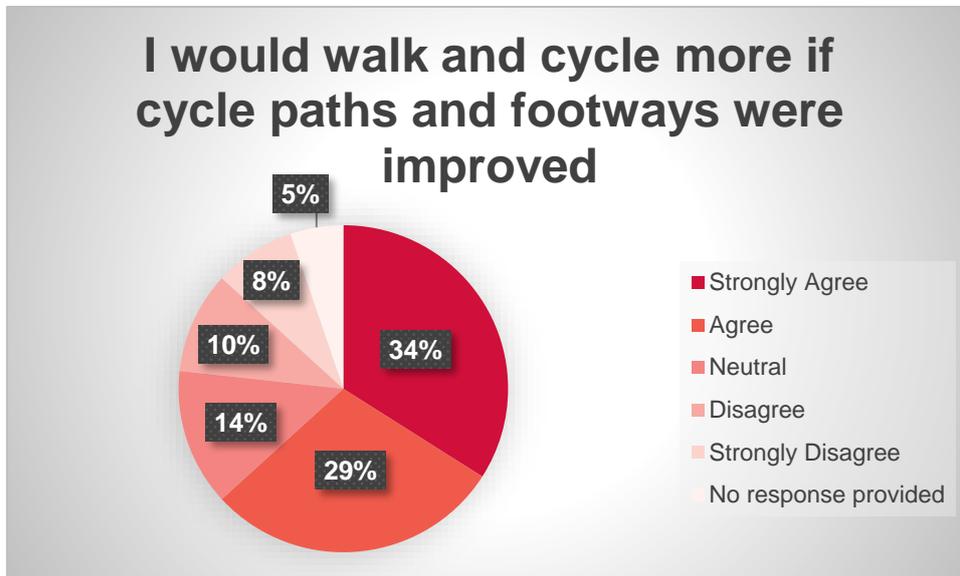
Respondents were asked to what extent they agree with the statement: *I would consider switching to more sustainable forms of transport (i.e. walking, cycling, bus or train) if I knew it would help to improve air quality.*



1.4% of respondents report to only use sustainable transport. 39.9% of respondents either agree or strongly agree with this statement, while 24.3% provided a neutral response and 28.5% either disagree or strongly disagree. 5.9% of respondents did not provide a response.

5.11 Statement 8 – I would walk and cycle more if cycle paths and footways were improved

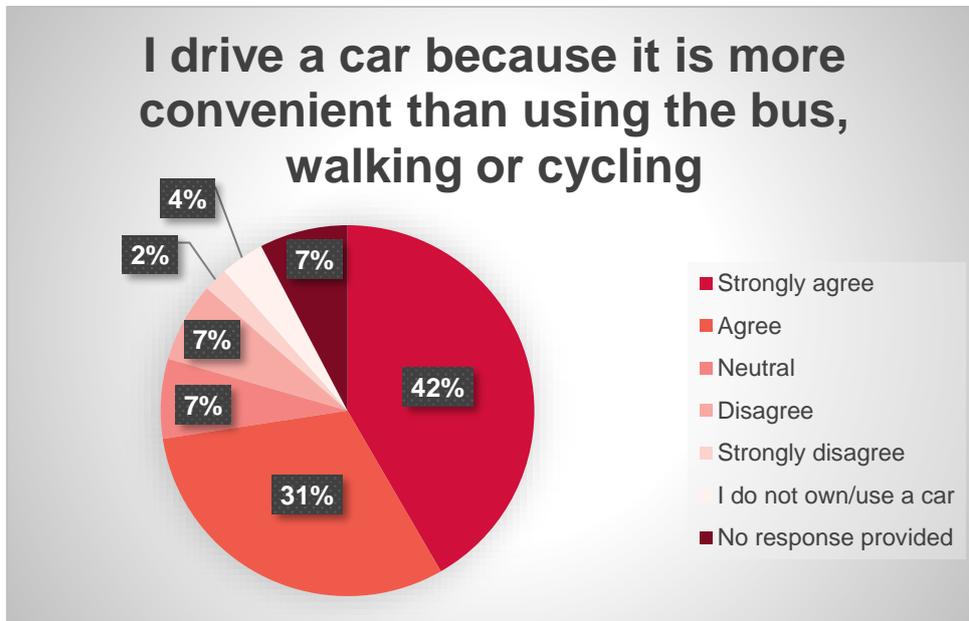
Respondents were asked to what extent they agree with the statement: *I would walk and cycle more if cycle paths and footways were improved.*



63.2% of respondents either agree or strongly agree that they would walk and cycle more if cycle paths and footways were improved. 13.5% of respondents provided a neutral response to this statement, while 18.1% either disagree or strongly disagree that they would walk and cycle more if cycle paths and footways were improved. 5.2% of respondents did not provide an answer.

5.12 Statement 9 – I drive a car because it is more convenient than using the bus, walking or cycling

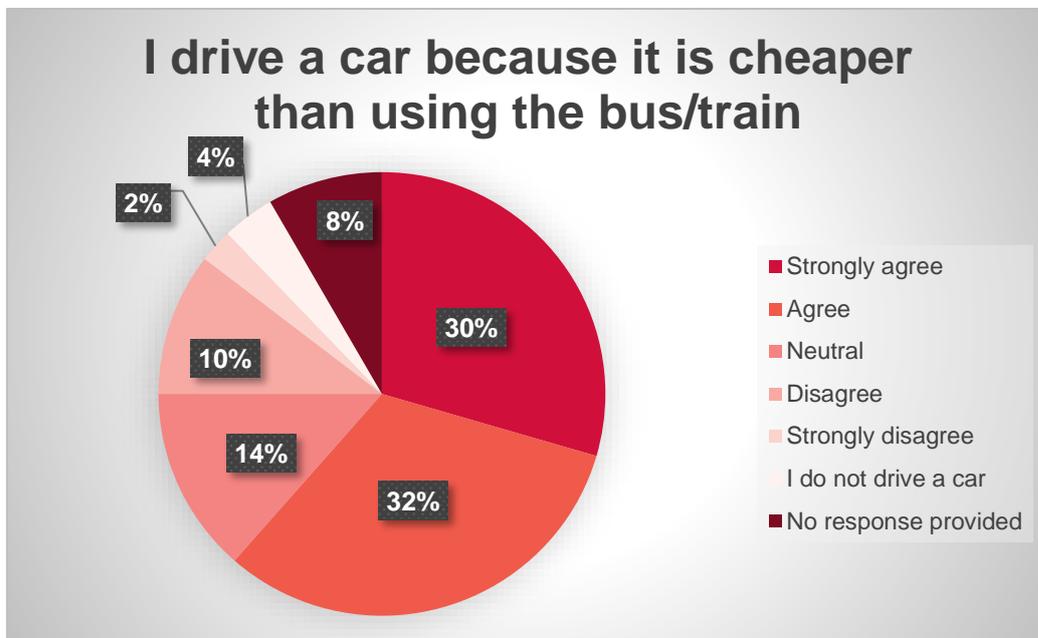
Respondents were asked to what extent they agree with the statement: *I drive a car because it is more convenient than using the bus, walking or cycling.*



72.6% of respondents either agreed or strongly agreed that they drive a car because it is more convenient than using the bus, walking or cycling. 6.9% of respondents provided a neutral response to this statement, and 9.3% either disagree or strongly disagree that they drive a car because it is more convenient than using the bus, walking or cycling. 3.8% of respondents stated that they do not own/use a car and 7.6% of respondents provided no response.

5.13 Statement 10 – I drive a car because it is cheaper than using the bus/train

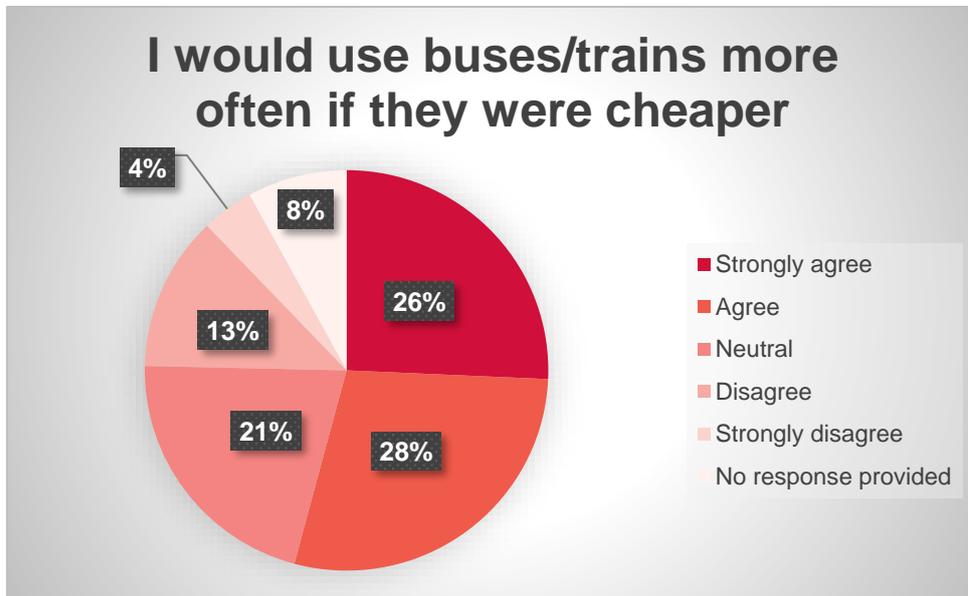
Respondents were asked to what extent they agree with the statement: *I drive a car because it is cheaper than using the bus/train.*



61.5% of respondents either agreed or strongly agreed that they drive a car because it is cheaper than using the bus/train. 13.5% of respondents provided a neutral response to this statement, and 12.8% of respondents either disagreed or strongly disagreed that they drive a car because it is cheaper than using the bus/train. 3.8% of respondents stated that they do not drive a car and 8.3% of respondents did not respond to this statement.

5.14 Statement 11 – I would use buses/trains more often if they were cheaper

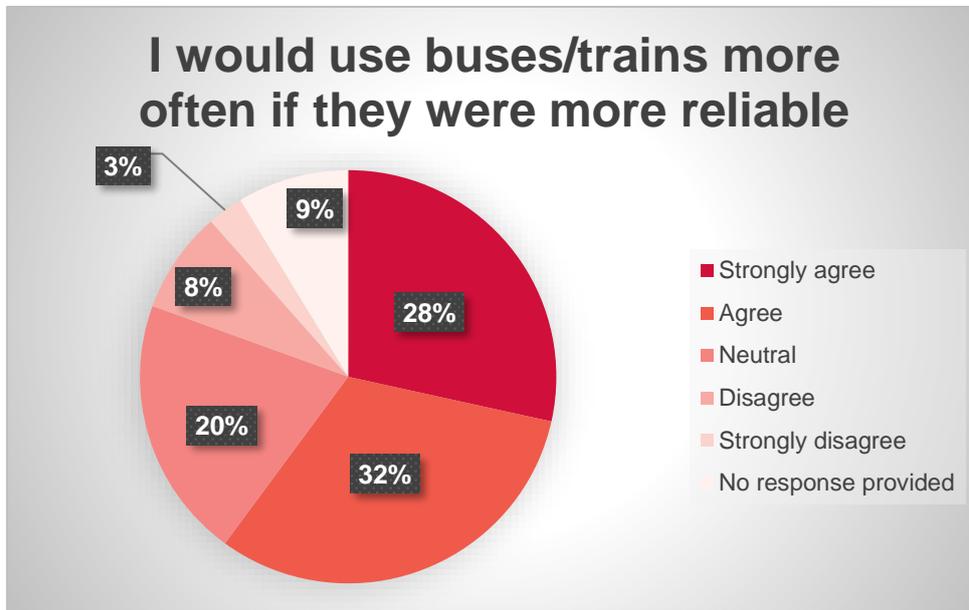
Respondents were asked to what extent they agree with the statement: *I would use buses/trains more often if they were cheaper.*



54.2% of respondents either agree or strongly agree that they would use buses/trains more often if they were cheaper. 21.2% of respondents provided a neutral response to this statement, while 16.7% either disagree or strongly disagree that they would use buses/trains more often if they were cheaper. 8.0% of respondents did not provide an answer.

5.15 Statement 12 – I would use buses/trains more often if they were more reliable

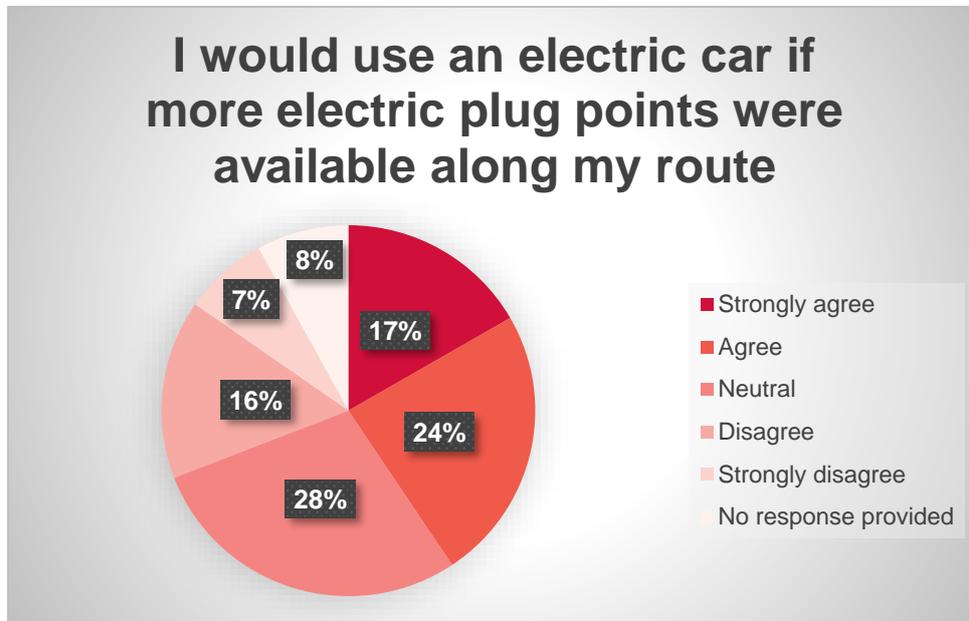
Respondents were asked to what extent they agree with the statement: *I would use buses/trains more often if they were more reliable.*



60.1% of respondents either agree or strongly agree that they would use buses/trains more often if they were more reliable. 20.5% of respondents provided a neutral response to this statement, and 10.8% either disagree or strongly disagree that they would use buses/trains more often if they were more reliable. 8.7% of respondents did not provide an answer.

5.16 Statement 13 – I would use an electric car if more electric plug points were available along my route

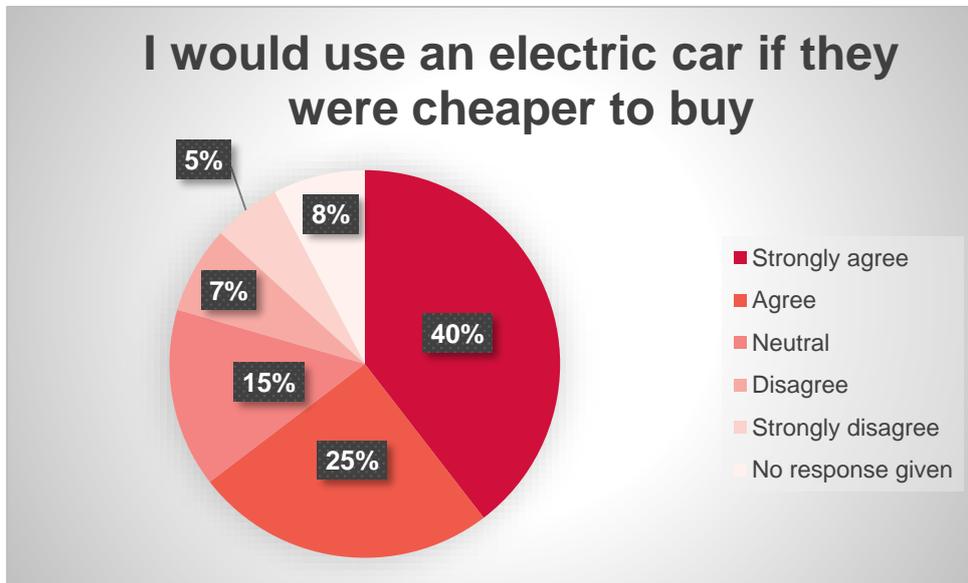
Respondents were asked to what extent they agree with the statement: *I would use an electric car if more electric plug points were available along my route.*



40.6% of respondents either agree or strongly agree that they would use an electric car if more electric plug points were available along their route. 28.5% of respondents provided a neutral response to this statement, while 22.9% of respondents either disagreed or strongly disagreed that they would use an electric car if more electric plug points were available along their route. 8.0% of respondents did not provide an answer.

5.17 Statement 14 – I would use an electric car if they were cheaper to buy

Respondents were asked to what extent they agree with the statement: *I would use an electric car if they were cheaper to buy.*



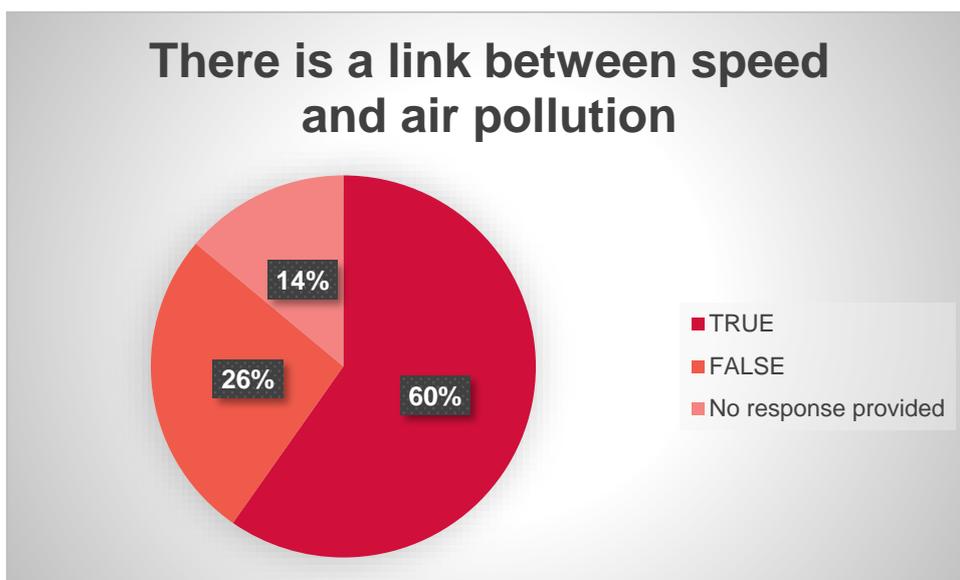
64.6% of respondents either agreed or strongly agreed that they would use an electric car if they were cheaper to buy. 14.9% of respondents provided a neutral response to this statement, and 12.8% of respondents either disagree or strongly disagree that they would use an electric car if they were cheaper to buy. 7.6% of respondents did not provide a response.

5.18 True/False – Introduction

In order to find out how much people know about air quality, respondents were provided with a series of statements and were asked to state whether they thought the statements were true or false. **All of the statements were true.**

5.19 True/False – There is a link between speed and air pollution

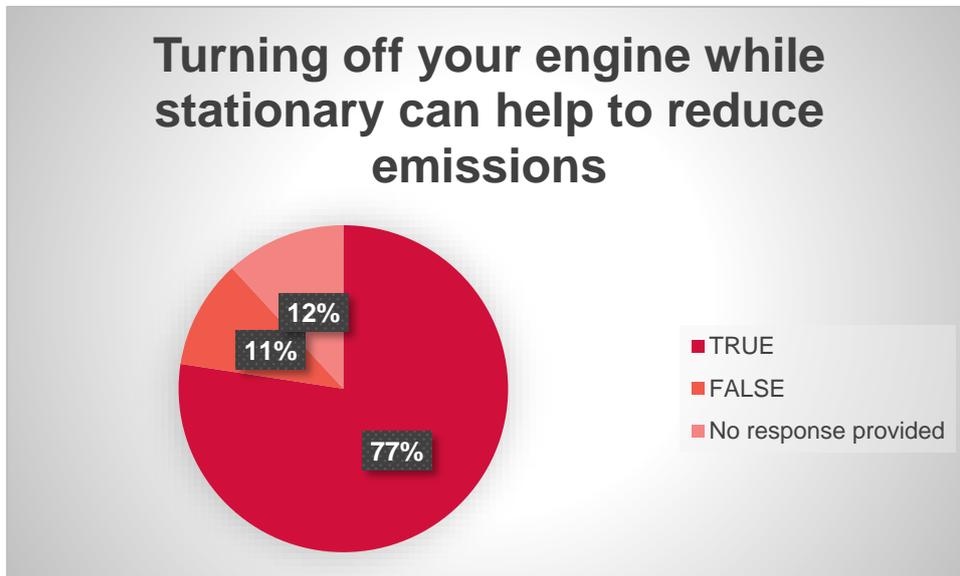
Respondents were asked if they believed that the statement ‘*There is a link between speed and air pollution*’ is true or false.



59.7% of respondents believed (correctly) that the statement was true. 26.4% believed that the statement was false. 13.9% of respondents did not provide an answer.

5.20 True/False – Turning off your engine while stationary can help to reduce emissions

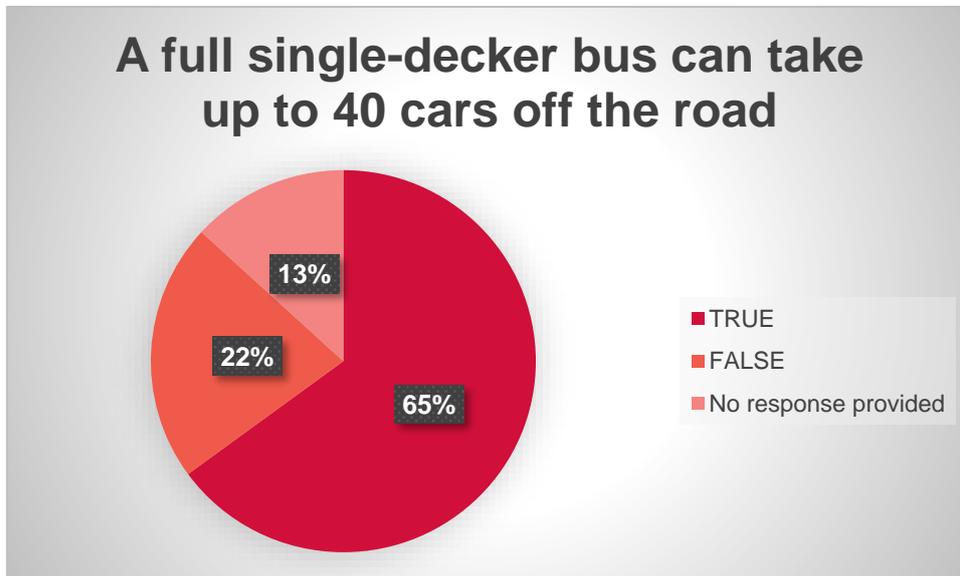
Respondents were asked if they believed that the statement '*Turning off your engine while stationary can help to reduce emissions*' is true or false.



77.4% of respondents believed (correctly) that turning off your engine while stationary can help to reduce emissions. 10.8% of respondents considered that the statement was false, while 11.8% did not provide a response.

5.21 True/False – A full single-decker bus can take up to 40 cars off the road

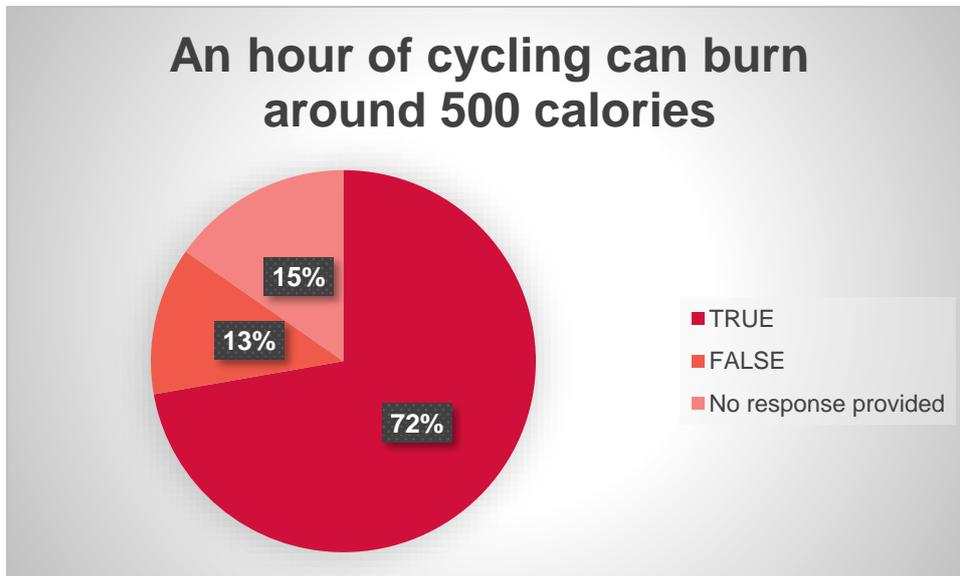
Respondents were asked if they believed that the statement 'A full single-decker bus can take up to 40 cars off the road' is true or false.



64.9% of respondents believed (correctly) that a full single-decker bus can take up to 40 cars off the road. 21.9% thought that the statement was false, and 13.2% did not provide a response.

5.22 True/False – An hour of cycling can burn around 500 calories – the equivalent of about five bags of crisps

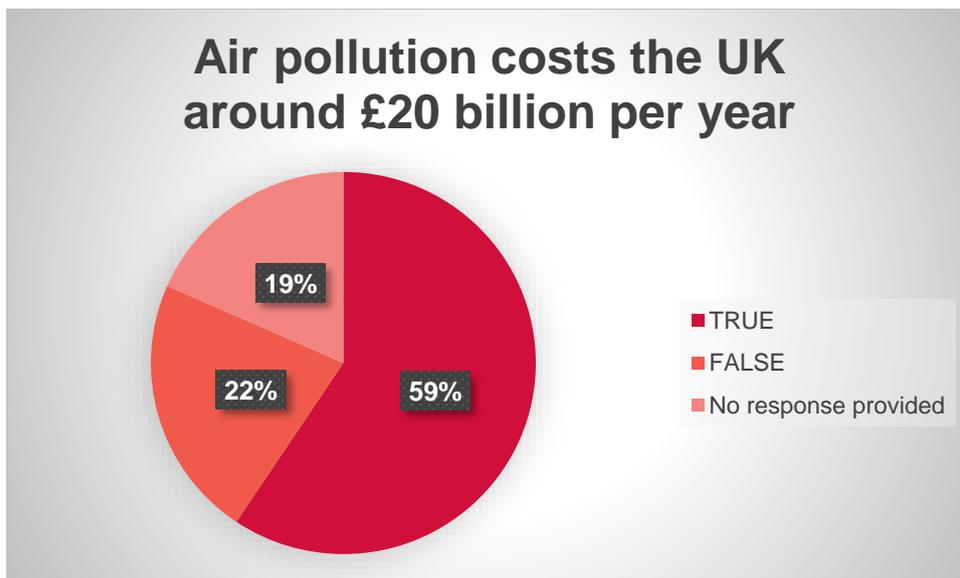
Respondents were asked if they believed that the statement 'An hour of cycling can burn around 500 calories' is true or false.



72.2% of respondents believed (correctly) that 'An hour of cycling can burn around 500 calories' is a true statement. 12.5% of respondents thought the statement was false, and 15.3% of respondents didn't provide an answer.

5.23 True/False – Air pollution costs the UK around £20 billion per year

Respondents were asked if they believed that the statement '*Air pollution costs the UK around £20 billion per year*' is true or false.



59.4% of respondents believed (correctly) that air pollution does cost the UK around £20 billion per year and 22.2% of respondents thought that the statement was false. 18.4% did not provide a response.

6 Qualitative insight

6.1 Introduction – I will help to improve air quality in South Essex by...

After the closed questions, the survey text read:

Did you know that all of our true or false questions were true? Now you know how easy it is to make a difference, please tell us what you plan to do to help improve air quality in South Essex.

Respondents were then provided with a free text box in which they could write their response to the statement:

I will help to improve air quality in South Essex by...

This section provides a summary of the comments made in response to this statement. 150 of the 288 respondents provided comments.

6.2 Key findings

A number of key findings emerged across the responses.

- Many respondents highlighted barriers to changing their habits to help improve air quality, such as a lack of public transport, poor quality walking and cycling facilities, and the cost of electric (and other low polluting) vehicles.
- An unwillingness to change habits was often attributed to the fact that many respondents considered they already do what they can to help air quality in South Essex.
- While some respondents said that they would change their habits to improve air quality, the general feeling was that something else needed to change first in order for them to be able to change their habits.
- Numerous comments were made about the responsibility of the local authorities and government to address air quality issues and perceived contributing factors, such as improving traffic management and restricting the use of wood burning stoves.
- There is a very strong view that building more housing in South Essex is and will continue to be a key contributing factor to poor air quality in the area.
- London Southend Airport was perceived by some to be one of the main contributors to poor air quality in South Essex, with some respondents

questioning why the Airport had not been mentioned in the survey for increasing localised air pollution.

- Some respondents provided suggestions as to what could be done to address poor air quality in the area.

6.3 Won't change habits

No viable alternative to driving

Some respondents consider that they have no viable alternative but to use their car for most, if not all, journeys. Some reported that this was due to physical disabilities, however overwhelmingly it was due to a lack of other options.

"I can't help to reduce air pollution where there are no viable alternatives to using my car."

[Quote from respondent 107]

"At present there is no easy way to travel from the North of the county to the South, car is the only option and despite the ever increasing traffic is still the easiest way to move around Essex."

[Quote from respondent 31]

Already consider they have good habits

Where respondents did not provide a commitment to change their habits to finish the statement 'I will help to improve air quality in South Essex by...', many cited that they already do what they can to minimise their impact on air quality. Some respondents additionally questioned what the local authorities are doing to help improve air quality.

"I do as much as I possibly can already."

[Quote from respondent 257]

"I've done all to improve my house etc new gas boiler windows and new car now do your bit that's what we pay you for!!"

[Quote from respondent 141]

6.4 Will change habits

To complete the statement posed in the survey ‘I will help to improve air quality in South Essex by...’, respondents said they would increase the amount they walk, cycle, motorcycle, and use public transport, including bus and train. Some respondents committed to using one of the aforementioned modes of transport more, while others said they would increase their use of multiple modes.

“I will try to walk and take bus more frequently”

[Quote from respondent 252]

Some respondents said that they would change their driving habits, for example by driving less, driving more economically or smarter, by driving out of peak times, and by car sharing.

“Follow the recommendations to reduce air pollution through more appropriate driving style”

[Quote from respondent 13]

6.5 Conditionally would change habits

Some respondents said that they would be willing to change their habits, but that there is currently a barrier or multiple barriers that prevents them from doing so.

Respondents reported that barriers to cycling and walking included (but was not limited to) poor quality or insufficient facilities; distance; and safety, and that they would walk or cycle if elements such as these were improved.

“People might walk or cycle more if the footpaths, pavements, roads and cycle ways were in a better condition not overgrown, uneven / cars parked on and busy with potholes / defects near the kerbs. If it was easy to cross / cycle at roundabouts and possible to cross roads that are now so busy that it is difficult / impossible to cross them safely.”

[Quote from respondent 113]

“Walking or cycling more if more lanes were available”

[Quote from respondent 159]

Respondents also reported barriers to using public transport, particularly buses and trains. Reasons cited for not being able to use these methods of transport

as they currently are included (but were not limited to) being too expensive; poor quality; unreliable; infrequent; impractical and uncomfortable.

Quite happily taking the train or bus into town (or further) if you can make them cheaper and more reliable.

[Quote from respondent 151]

“If public transport was more reliable cheaply priced I would encourage people to use it. My journey to work if I get a lift takes 15 mins on a good day by bus its 45 minutes realistically most days it’s an hour on bad days when buses don’t run to timetable it can take an hour and a half. it involves a minimum 15 minute walk some days a 25 minute walk. I work shifts as well.”

[Quote from respondent 232]

6.6 Suggestions

Some respondents used the free-text box to make suggestions for how air quality could be improved in South Essex. The suggestions mainly related to improving facilities for non-motorised users; traffic management; infrastructure; council action; and public transport.

Facilities for non-motorised users

Some suggestions were made as to what could be done to encourage people to walk or ride a bike instead of using a car to help improve air quality. Several respondents suggested that cycle paths and lanes could be improved along with footpaths to make them safer and easier to use. Other suggestions included (but were not limited to) clearing footpaths and cycle paths of overgrown vegetation; implementing segregated cycle routes; and providing access to bicycle maintenance facilities.

“Have a Bike Doctor on the high street for maintenance and advice”

[Quote from respondent 46]

Traffic management

Respondents also made suggestions regarding traffic management and how this could be changed to reduce air pollution, often by reducing the time cars spend queuing in one way or another.

“I would also suggest that if the pelican crossings timings in Rayleigh were changed more in favour of the cars instead of pedestrians (i.e. only 6 cars get through before they go red again) the level of air quality would be improved.”

[Quote from respondent 112]

Infrastructure

Some suggestions were made as to how infrastructure could be enhanced to help improve air quality in South Essex. These related to existing infrastructure that could be improved, and to either appropriately implementing new infrastructure to support housing growth or to stop housing growth as the perception is that the existing infrastructure cannot cope.

“Dual the road into Wickford from A127 so that traffic doesn't snarl up.”

[Quote from respondent 277]

All respondents who suggested improvements to infrastructure also suggested actions local authorities could take.

Local authority action

Most suggestions received focused on what respondents consider local authorities should be doing to improve air quality. Intrinsicly all suggestions made are directed at the local authorities as they are the originators of the questionnaire, however this section specifically refers to suggestions where local authorities and/or councils are mentioned.

Overwhelmingly respondents suggested that local authorities should stop or reduce the planning and building of more houses in South Essex, or ensure that infrastructure is considered in conjunction with the planning so that the network can cope:

“I believe the council should lead the way and spend my money more wisely by improving the roads system, cycle paths and foot paths, bus services and rail services. Improve the open spaces, reduce house building in our corner of Essex, which actually increases road traffic and therefore pollution”

[Quote from respondent 87]

“Put infrastructure first not last on any planning proposals.”

[Quote from respondent 42]

Some suggestions were made that local authorities should do something, without specifying what they should do:

“It is time our councils stepped up and did something for its residents.”

[Quote from respondent 21]

Other suggestions for local authority action included (but was not limited to) removing on-street parking, implement an integrated transport policy for trains and buses, and invest in the transport system.

There were also comments that were not suggestions that related to the responsibility of the local authorities to improve air quality – these included lobbying, campaigning and petitioning for the local authorities and Government to make changes that will reduce air pollution.

Public transport

Some respondents made suggestions as to how public transport could be improved to help reduce air pollution. Suggestions included but were not limited to: Increasing the number of buses in operation; introducing buses that use less polluting fuels; and investing in the public transport system to make it more like London’s.

“Put more buses on the road and also at weekends and make travel affordable then people will give up their cars.”

[Quote from respondent 42]

6.7 Other comments

The school run

A handful of comments were received regarding the contribution of the school run to worsening air quality. Respondents commented that parents and guardians should be encouraged to walk the journey to school instead of drive, and that children should be attending school within walking distance where possible.

“Stop the school run requirement”

[Quote from respondent 111]

Promotion of more sustainable practices and modes of transport

Some respondents commented on the promotion of more sustainable practices and modes of transport to help improve air quality. Comments about promoting modes of transport were in relation to particular modes of transport such as electric cars or bicycles, and sustainable vehicles generally:

“continue using our electric car and promoting all the benefits to anyone that asks”

[Quote from respondent 23]

“Encouraging more people to cycle”

[Quote from respondent 160]

“Encouraging sustainable vehicles to be used”

[Quote from respondent 140]

Comments about more sustainable practices included promoting cutting engines and highlighting the impact idling can have, as well as driving more economically to reduce the impact on the environment:

“Not sitting in the car while stationary with the engine running [...] There needs to be more effort made to achieve greater awareness”

[Quote from respondent 80]

Vegetation

Some respondents said that they would plant vegetation such as trees and hedges, or would encourage local authorities to do so, in order to help improve air quality:

“encourage the growth of trees and hedges, etc to create a balance”

[Quote from respondent 135]

“Trying to get Southend council to plant more trees, particularly after they have cut them down”

[Quote from respondent 255]

Survey

A few comments were made about the survey itself. One respondents disputed one of the statements made in the True or False section of the survey:

“The 500 calories in an hour is not true if you weigh less than 11 stone”

[Quote from respondent 44]

Other comments were made that relate to the aims of the survey and the project more widely:

“I really do feel that you do not care for the residents of this area and that you are just doing a PR job to look good!”

[Quote from respondent 58]

“I believe you are looking at the wrong things, you must stop listening to the Greens, and find the real problem.”

[Quote from respondent 6]

Appendices

Appendix A: Survey

Air Quality in South Essex

Statements on air quality

This survey should only take 5-10 minutes and will help us to understand more about people's travel habits in South Essex and how we can encourage people to make small changes to help improve air quality.

We want to know if you agree or disagree with the following statements. Please use the drop down box to select your answer to each question.

1. I am concerned about air pollution in South Essex.
 - Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

2. I believe air pollution could negatively impact me during my lifetime.
 - Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

3. I believe air pollution could negatively impact my children/the next generation during their lifetime.
 - Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

4. I believe South Essex would be a better place to live and work if more people cycled.
 - Strongly agree
 - Agree
 - Neutral
 - Disagree

- Strongly disagree
5. I believe South Essex would be a better place to live and work if more people used the bus.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
6. I believe South Essex would be a better place to live and work if more people walked.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
7. I would consider switching to more sustainable forms of transport (i.e. walking, cycling, bus or train) if I knew it would help to improve air quality.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
 - I only use sustainable transport
8. I would walk and cycle more if cycle paths and footways were improved.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
9. I drive a car because it is more convenient than using the bus, walking or cycling.
- Strongly agree
 - Agree
 - Neutral
 - Disagree

- Strongly disagree
 - I do not own/use a car
10. I drive a car because it is cheaper than using the bus/train.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
 - I do not drive a car
11. I would use buses/trains more often if they were cheaper.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
12. I would use buses/trains more often if they were more reliable.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
13. I would use an electric car if more electric plug points were available along my route.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
14. I would use an electric car if they were cheaper to buy.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

True or false?

We want to know how much people know about air quality and what affects it in South Essex.

We've listed a number of statements about air quality – all you have to do is select 'true' or 'false' from the drop down menu if you believe the statement to be true or false.

15. There is a link between speed and air pollution.
 - True
 - False

16. Turning off your engine while stationary can help to reduce emissions.
 - True
 - False

17. A full single-decker bus can take up to 40 cars off the road.
 - True
 - False

18. An hour of cycling can burn around 500 calories – the equivalent of about five bags of crisps.
 - True
 - False

19. Air pollution costs the UK around £20 billion per year.
 - True
 - False

A little bit about you

We want to better understand how people travel around South Essex and how your favoured mode of transport relates to the answers you have previously given.

In order to ensure the continued development of our Diversity and Equality practices, everyone that we work with is asked to complete the information below.

You are not obliged to answer any of the questions, but the more information you supply, the more effective our monitoring will be. If you choose not to answer questions, it will not affect your participation.

The information you supply below is confidential and will be used solely for monitoring purposes and anonymously in the reporting of the results of this consultation.

20. I drive...

- Daily
- 3-6 times a week
- Once or twice a week
- Once or twice a month
- N/A

21. I walk for more than 20 minutes...

- Daily
- 3-6 times a week
- Once or twice a week
- Once or twice a month
- N/A

22. I cycle...

- Daily
- 3-6 times a week
- Once or twice a week
- Once or twice a month
- N/A

23. I use the bus...

- Daily
- 3-6 times a week

- Once or twice a week
- Once or twice a month
- N/A

24. I use the train...

- Daily
- 3-6 times a week
- Once or twice a week
- Once or twice a month
- N/A

25. Please tick which of the following apply to you (feel free to make multiple selections):

- Car driver
- Taxi driver
- Heavy Goods Vehicle (HGV) driver
- Large Goods Vehicle (LGV) driver
- Passenger in a car
- Car share
- Powered two-wheeler (e.g. motorbike)
- Cyclist (recreational)
- Cyclist (to place of work or study)
- Train user
- Bus user
- Other, please specify

26. Age:

- 16-20
- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71-80
- 81-90
- 91 and over
- Prefer not to say

27. Gender:

- Male
- Female
- Prefer not to say

28. Status:

- Single
- Married
- Widowed
- Cohabiting
- Divorced
- Prefer not to say
- Other, please specify

29. Religion/Faith:

- Christian
- Muslim
- Hindu
- Buddhist
- Sikh
- Jewish
- None
- Not sure
- Prefer not to say
- Other, please specify

30. Ethnicity

- White – English/Welsh/Scottish/ Northern Irish/British
- White – Irish
- White – Irish Gypsy or Irish Traveller
- White – Any other background
- Mixed/multiple ethnic groups – White and Black Caribbean
- Mixed/multiple ethnic groups – White and Black African
- Mixed/multiple ethnic groups – White and Asian
- Mixed/multiple ethnic groups – Any other background
- Asian/Asian British – Indian
- Asian/Asian British – Pakistani
- Asian/Asian British – Bangladeshi
- Asian/Asian British – Chinese
- Asian/Asian British – Any other background

- Black/African/Caribbean/Black British – African
- Black/African/Caribbean/Black British – Caribbean
- Black/African/Caribbean/Black British – Any other background
- Prefer not to say
- Other, please specify

31. Do you consider yourself to have a physical, sensory impairment, learning difficulty or disability or mental health needs?

- Yes
- No
- Prefer not to say

32. Are you currently caring for someone?

- Yes
- No
- Prefer not to say

33. Locality:

- Basildon
- Braintree
- Brentwood
- Castle Point
- Chelmsford
- Colchester
- Epping
- Harlow
- Maldon
- Rochford
- Southend
- Tendring
- Thurrock
- Uttlesford
- Outside of Essex
- Prefer not to say
- Other, please specify

34. Home postcode

35. Postcode for your most regular journey (e.g. place of work, study or recreational venue)

And finally...

Did you know that all of our true or false questions were true. Now you know how easy it is to make a difference, please tell us what you plan to do to help improve air quality in South Essex.

36. I will help to improve air quality in South Essex by...

37. If you would like us to keep in touch with you about future efforts to improve air quality in South Essex, please type your contact email address below.

Essex County Council is committed to your privacy and will not sell your personal information to anyone else. Find out more [online](#).

Appendix B: Code frame

Theme	Code
Won't change habits	Comment Already consider that they have good habits Considers habits of individual unimportant Other No viable alternative to driving
Existing infrastructure/facilities	Comment - Poor quality/insufficient cycle facilities Comment - Too far to cycle Comment - Not enough cycle paths Comment - Cycle routes unsafe Comment - Cycling - other Comment - Too far to walk Comment - Poor quality/insufficient foot paths Comment - Walking safety issues Comment - Walking - other Comment - No public transport available from A to B Comment - Public transport too indirect Comment - Public transport too expensive Comment - Public transport is poor quality Comment - Public transport is unreliable Comment - Public transport is too infrequent Comment - Public transport does not run late/early enough Comment - Public transport is impractical Comment - Public transport is uncomfortable Comment - Public transport - other Comment - Buses are too indirect Comment - Buses are too expensive Comment - Buses are low quality Comment - Buses are unreliable Comment - Buses are too infrequent Comment - Buses do not run late/early enough Comment - Buses are uncomfortable Comment - Buses are impractical Comment - Buses - other Comment - Trains are too indirect Comment - Trains are too expensive Comment - Trains are low quality Comment - Trains are unreliable Comment - Trains are too infrequent

	<p>Comment - Trains do not run late/early enough</p> <p>Comment - Trains are uncomfortable</p> <p>Comment - Trains are impractical</p> <p>Comment - trains - other</p> <p>Comment - cost of hybrid/hydrogen/methane/electric vehicles</p> <p>Comment - hybrid/hydrogen/methane/electric vehicles - other</p> <p>Comment - Bridleways comment</p>
Will change habits	<p>Cycling more</p> <p>Walking more</p> <p>Horse riding more</p> <p>Motor cycling more</p> <p>Use public transport more</p> <p>Catch the bus more</p> <p>Catch the train more</p> <p>Drive less</p> <p>Drive more economically/smarter</p> <p>Drive outside of peak times</p> <p>Car share</p>
Conditionally would change habits	<p>Cycling more</p> <p>Walking more</p> <p>Horse riding more</p> <p>Motor cycling more</p> <p>Use public transport more</p> <p>Catch the bus more</p> <p>Catch the train more</p> <p>Drive less</p> <p>Change vehicle to hybrid/hydrogen/methane/electric</p> <p>Other comment</p>
Others to change habits	<p>Speeding</p> <p>Stop idling/use cut out engines</p> <p>Comment about schools/ school run</p> <p>Other comment</p>
Other	<p>Promotion of more sustainable methods</p> <p>Council/political responsibility for AQ - comment</p> <p>Council/government - other comment</p> <p>Campaigning/ Lobbying/ petitioning the council/government - comment</p> <p>Comment - further housing developments</p> <p>Comment - airport/aircraft and pollution</p> <p>Employer responsibility - comment</p> <p>Other comment about sustainable/unsustainable practice</p>

	Location - comment
Survey	Negative comment Disagree Positive comment Agree Neutral comment Comment
Suggestion	Suggestion - public transport Suggestion - council/LA action Suggestion - NMU facilities Suggestion - traffic management Suggestion - Southend Airport Suggestion - infrastructure Suggestion - other
Out of scope	Out of scope - comment Out of scope – location

