

Measures to Improve Air Quality

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
1	Strategic traffic management and access options study	Traffic Management	UTC, Congestion management, traffic reduction	NYCC supported by SDC	2018 onwards	Subject to detailed feasibility studies and funding	Completion of strategic traffic management and access options study	<p>There is currently a shortfall in predicted NO_x reduction of approximately 50kg/y (~35% reduction) in the AQAP that will need to be addressed through longer term strategic transport measures (although this does not take into account the future impact of development traffic or the predicted improvement in vehicle emissions with time). The reduction in emissions associated with any viable options coming out of this study will be reported in subsequent ASRs.</p>	<p>Work to prepare the Site Allocations Local Plan is ongoing. Whilst a strategic transport model for Selby has been developed and will be used to consider the traffic and air quality implication of the options proposed, progress on the Site Allocations Local Plan has been delayed pending further technical work on the potential development options for Tadcaster. SDC is also considering the implications of the revised National Planning Policy Framework.</p>	<p>Target date for strategic traffic management and access options study is the end of 2019</p>	<p>Full compliance with the air quality objectives in New Street in the short term requires a significant reduction in annual average daily traffic flow (AADT) and / or improved management of the existing flow. Various access management options for achieving this have been identified during the development of the AQAP and now require further investigation. As progress on the Site Allocations Local Plan has been delayed it is currently not possible to predict future traffic flows on New Street (due to development) with any degree of certainty. Selby DC will therefore need to finalise its site</p>

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
											allocations before commencing detailed assessment of the traffic management and access needed to deliver the required emission reductions in New Street.
2	Anti-idling campaigns	Traffic Management	Anti-idling enforcement	SDC supported by NYCC	2018	June 2018 onwards	Erection of anti-idling signage	Not easily quantifiable	SDC undertook a local anti-idling campaign in and around New Street as part of Clean Air Day on 21st June 2018. Posters were distributed to local residents and businesses in relation to anti-idling and an anti-idling banner was erected on New Street to ask drivers to switch off their engines when stationary. The Environmental Health team also received over 20 pledges from SDC staff to leave their cars at home on the day and explore other sustainable means of getting into work. SDC plan to undertake further promotional work around anti-idling as part of Clean Air Day 2019. Events are planned for local businesses and schools and it is proposed to promote the campaign via social media channels. SDC is also currently discussing approaches to anti-idling promotion with Ryedale District Council (who already have anti-idling signage erected on roads approaching their	Initial promotional work was completed in June 2018, but ongoing work and further campaigns are proposed.	Anti-idling enforcement is currently not planned within Selby but will be reconsidered if awareness raising is deemed not to have reduced incidences of idling sufficiently.

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
									AQMA) with a view to erecting further signage in the district.		
3	Investigate provision of a low emission car club for use by Selby District Council and Selby Hospital staff	Alternatives to private vehicle use	Car Clubs	SDC	2018	2019	Opening of a car club	<p>This will be determined once number of 'avoidable' grey fleet trips have been identified. A 5% reduction in all car trips in Selby has been estimated to deliver a 3.89% reduction in NOx emission (5.68kg) on New Street. Whilst trips by council and hospital staff will make up a very small proportion of the total car trips through New Street on a day to day basis, the impacts across the wider Selby district will be much greater, especially if some staff choose to no longer own a second car for work</p>	<p>SDC has undertaken research into car clubs and pool bike schemes and is investigating the potential for provision of such facilities in the car park shared by SDC and the Selby War Memorial Hospital (Doncaster Road, Selby YO8 9BX). NYCC Public Health have offered support to the scheme and current funding opportunities are being explored in partnership with North Yorkshire</p>	To be determined once funding opportunities have been fully explored	<p>A car club could help to reduce 'grey fleet' trips within both organisations and the need to bring personal vehicles to work. A similar successful scheme is already operating in City of York Council's area (a neighbouring authority) and SDC will look to learn from this scheme going forward.</p>

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
								purposes.			
4	Review number of commuter and delivery trips generated by town centre businesses. Work with the business community to identify opportunities to reduce the total number of trips.	Promoting Travel Alternatives	Workplace Travel Planning	SDC	2018	2019	Number of premises surveyed	To be identified once number of current trips and options for reducing them have been identified. It has been estimated that a 25% reduction in LGV trips through New Street could deliver a 2.63 kg/y (1.8%) reduction in emissions. A 5% reduction in private car trips could deliver a further 5.68kg/y (3.89%). Any reduction in HGV emissions would also be in addition to this.	The origin destination study undertaken to support the development of Selby's AQAP identified a large number of LGV movements around Selby town centre and an influx of commuter trips in the AM peak. With a view to gathering further information about how trips associated with local business operations impact upon traffic levels in New Street, surveys have been distributed to local businesses to establish the nature of journeys made and specific routes used by staff (both for travel to work and during working hours). These results are currently being analysed.	Initial survey work and analysis to be completed by June 2019	The information collected will be used to inform the development of further action planning measures relating to workplace travel planning and freight partnerships. Workplace travel initiatives will be delivered in conjunction with the Selby Health Matters group who are currently developing a Public Health Action Plan for the Selby district
5	Improve signage relating to New Street weight limit and undertake active	Freight and Delivery Management	Route Management Plans/ Strategic routing strategy for HGV's	NYCC supported by SDC	2018	June 2018 onwards	Erection of improved signage and completion of active enforcement campaign	Based on modelling undertaken using the Emission Factor Toolkit (v7.0), in the AQMA area	NYCC currently designing a scheme to install additional advanced warning signs for the 7.5t weight limit on New Street.	-	The origin destination study undertaken to support the development of Selby's AQAP has identified that HGVs

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
	enforcement of weight limit on New Street							only (~125m of road), this is expected to deliver savings of 2.95kg NOx, 0.21kg PM10 and 0.13kg PM2.5 per year. Emission savings will be significantly greater across the wider urban area surrounding New Street.			exceeding the New Street weight limit are currently regularly operating in the area. As HGVs have a disproportional impact on local air quality new advanced signage is being provided relating to the New Street weight limit (particularly along the by-pass). Once the new signage is in place an active enforcement campaign will be instigated to discourage further infringement of the weight limit.
6	Develop low emission planning guidance	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	SDC	2018	Guidance currently being drafted	Number of charging points requested on new developments	Assuming a local resident makes a trip into Selby by car 5 days per week (a round trip of 6km) the total annual tailpipe emissions based on an 'average size car' in the	SDC has worked with other authorities in the Yorkshire and Lincolnshire regions (through the YALPAG forum) and has input into a set of common principles with respect to low emission planning. This includes an agreed approach to requesting mitigation measures such as EV charging points, Construction Environmental Management Plans (CEMPs) and Low Emission Travel Plans. SDC is currently developing Low	Subject to Local Plan timescales	Progress on the Site Allocations Local Plan has been delayed pending further technical work on the potential development options for Tadcaster. SDC is also considering the implications of the revised

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
								EFT are around 0.39kg NOx and 0.05kg PM. If 5% of residents in the 7500 new homes planned for Selby made this journey in an electric car potentially 146.25kg NOx and 18.75kg of PM could be saved annually. In practice the electric vehicles would be likely to make many other trips during the year and go beyond the Selby boundary so actual emission savings could be much higher.	Emission Planning Guidance to formalise this process and also take into account the need to minimise opportunities for new exposure on new developments. In the longer term, it is anticipated that this guidance will form a supplementary planning document as part of the Local Plan		National Planning Policy Framework.
7	Development of low emission vehicle guidance	Policy Guidance and Development Control	Low Emissions Strategy	NYCC supported by SDC	2018	2019 onwards	Publication of NYCC low emission vehicle policy / SDC low emission vehicle guidance	Not quantified	NYCC has commenced a review of regional policy. A NYCC electric vehicle charge point strategy will be developed as part of this process. It will cover issues such as potential for on-street charging, charging at NYCC properties and an	End 2019	NYCC operates a limited number of vehicles within the Selby District area and controls some on-street parking. NYCC

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
									investigation into the potential use of EVs in the NYCC fleet. NYCC are currently considering sites in Selby for additional EV chargers. One potential site is the parking area on Park Street as an option for fast charge facilities.		EV charging infrastructure projects are currently only planned for outside SDC area (mainly at P&R sites). The new NYCC low emission policy is not expected to impact significantly on air quality in Selby. SDC propose to develop a local low emission vehicle guidance which will identify how the use of low emission vehicles will be further supported and promoted throughout the Selby District, This will cover issues such as an infrastructure strategy, promotional activities and incentivising the use of EVs in the district.
8	Provide publicly accessible EV charging infrastructure and priority	Promoting Low Emission Transport	Procuring alternative Refuelling infrastructure to promote Low Emission	SDC	2018	2019	Number of EV charging points provided in SDC car parks	See comments on possible emission savings from short distance	Funding for electric vehicle charge points has been secured for the following SDC car parks - South Parade and Back Micklegate. SDC has also secured funding through the	Ongoing	SDC will continue to explore all possible funding opportunities for further EV

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
	parking for low emission vehicles in Selby		Vehicles, EV recharging, Gas fuel recharging					local trips being converted to electric vehicles (see measure 6)	OLEV Workplace Charging Scheme (WCS). The WCS is a voucher-based scheme that provides support towards the up-front costs of the purchase and installation of electric vehicle charge points. Two charge points have been secured for the car park at SDC's Civic Centre Offices. SDC is currently discussing the initiative with the NHS (Selby War Memorial Hospital share the car park) to consider how to maximise the benefits of the charge points for both sites.		charging and will continue to pursue the provision of public EV charging points on new developments via the planning system.
9	Investigate opportunities for developing sustainable procurement policies within Selby DC and NYCC	Promoting Low Emission Transport	Public Vehicle Procurement - Prioritising uptake of low emission vehicles	SDC and NYCC	2018	2019	Number of low emission vehicles procured by SDC and NYCC	Not quantified	SDC and NYCC are currently reviewing their vehicle procurement policies to ensure that low emission vehicles are purchased whenever possible. The NYCC Air Quality Strategy is currently under review and will include identifying opportunities for use of low emission vehicles in the NYCC fleet. Two electric vehicles have recently been introduced into the NYCC pool car fleet.	NYCC Air Quality Strategy review due to be completed by the end of 2019	As both NYCC and SDC currently operate relatively new vehicles, this measure is considered to be low priority.
10	Undertake a review of current taxi fleet to identify current ages and emission standards. Investigate use of a taxi incentive grant to promote uptake of	Promoting Low Emission Transport	Taxi emission incentives	SDC	2017	2018	% reduction in number of diesel taxis in the fleet	Not quantified	The SDC Taxi Licensing Policy has been updated and now includes a section on 'environmental considerations', including air quality. The new policy went out to public consultation in early 2019 and will be considered by the Executive in June 2019. SDC will currently only accept applications to licence vehicles for the first time for vehicles under 5 years old. Existing licensed vehicles will not be	Ongoing, but any incentives subject to external grant funding	The majority of the taxi fleet operating in SDC's area are relatively modern diesel vehicles. Whilst there is scope to reduce emissions from the taxi fleet by offering incentives for the uptake of petrol hybrid vehicles

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
	hybrid vehicles in the fleet								licensed after the age of 12 years		in preference to diesel cars, this would require significant levels of funding which currently do not exist. SDC will continue to monitor the taxi fleet and explore external funding sources for incentives.
11	Improve public access to air quality information and advice	Public Information	Via leaflets	SDC	2017	2018	Review and update of SDC air quality web pages completed	N/A	SDC AQ website has been reviewed and updated. SDC issues regular social media updates on air quality and the AQMA. SDC is also currently discussing opportunities for undertaking joint promotional work with NYCC, especially in relation to anti-idling in the vicinity of schools. The Local Business Survey focusing on sustainable travel started in early April 2019 and all participants were given leaflets on sustainable travel and improving AQ, and also posters to put up in local businesses. NYCC also has a project focusing on sustainable school travel/transport – The School Fringe Project.	Ongoing	The SDC air quality webpages have been updated to reflect the aims and objectives of the AQAP and to highlight how members of the public can help improve air quality on New Street through better travel choices and vehicle purchasing decisions. Further information will also be provided on the health impacts of air quality and how people can reduce their own personal exposure levels. This is in line with the recent

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
											draft NICE guidelines.
12	Continue to improve opportunities to cycle in Selby district.	Transport Planning and Infrastructure	Cycle network	NYCC	Ongoing	Ongoing	KM of new cycle network provided in SDC area	<p>A 5% reduction in private car trips in New Street could deliver a 5.68kg/y (3.89%) reduction in NOx emission per year (in New Street AQMA only). If this was increased to a 10% reduction in private car trips the emission savings would increase to 11.37kg/y and 7.79%. The total emission savings across the whole district would be much greater than this.</p>	<p>With respect to improving cycling opportunities for SDC staff, a pool bike scheme is proposed to allow pool bike use for local visits within a 2 mile radius of the Civic Centre. NYCC Public Health has offered support to the scheme and current funding opportunities are being explored in partnership with North Yorkshire. Various promotional activities are planned off the back of two major cycling events in 2019 (Tour De Yorkshire and the UCI Road World Cycling Championships) to promote cycling across the district. Further information can be found on the SDC website at: https://www.selby.gov.uk/cycling-selby-district. There has also been ongoing development of Selby Bike Hub, located at Selby Park. The bike hub was launched in 2016 as part of the on-going development of cycling across Yorkshire following the Tour de France Grand Depart in 2014. The Bike Hub is funded by Sport England and delivered by Cycle Yorkshire, an initiative led by Welcome to Yorkshire, and is the only one of its kind in North Yorkshire. The Hub is a focal point for a broad spectrum of cycling activity, from informal support and advice to led rides, cycle training and supervised activity.</p>	Ongoing	<p>NYCC delivers and maintains cycling based measures across the North Yorkshire region through the NYCC Transport Plan. Themes 3n and 3j of the NYCC Transport Plan set out NYCCs approach to improving air quality through sustainable travel measures. Any new cycle facilities for the Selby district will have to be negotiated via planning decisions and paid for by developers or by grant funding opportunities. This will be considered during the preparation of low emission planning guidance (AQAP Measure 6). When planning the provision of new cycling infrastructure</p>

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
											regard will be given to the draft NICE guidelines which highlight the need to place cycle lanes as far away from busy roads as possible and ideally in off-road locations. NYCC public health department are working with Selby Health Matters to promote active travel in the district. A cycle map to promote active work and family travel is currently being produced as part of this project.
13	Continue to promote sustainable travel in Selby	Promoting Travel Alternatives	Promotion of walking	NYCC is the lead authority	Ongoing	Ongoing	Further investment in promoting travel alternatives in Selby	A 5% reduction in private car trips in New Street could deliver a 5.68kg/y (3.89%) reduction in NOx emission per year (in New Street AQMA only). If this was increased to a 10% reduction in	SDC is committed to promotion of sustainable travel initiatives in partnership with NYCC. Examples of work undertaken include: - Officers from SDC attended the Local Cycling and Walking Investment Plan (LCWIP) workshop on 7th February 2019. - As part of the business survey work (see AQAP Measure 4) posters on sustainable travel were designed and left with local businesses to offer advice to	Ongoing	Themes 3n and 3j of the NYCC Transport Plan set out NYCCs approach to improving air quality through sustainable travel measures. NYCC, together with its partners, will seek funding opportunities to promote active travel and travel alternatives. Intensive active

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
								<p>private car trips the emission savings would increase to 11.37kg/y and 7.79%. The total emission savings across the whole district would be much greater than this. Reducing emissions from private cars is a key priority for the Selby AQAP.</p>	<p>employees about sustainable travel modes.</p> <ul style="list-style-type: none"> - SDC met with NYCC Public Health on 28th Feb 2019 to discuss opportunities for joint working on issues relating to sustainable travel choices and air quality improvement. - Initiatives including development of a pool bike scheme at SDC offices, ongoing promotional work with SDC Communications team and participation in Clean Air Day. - NYCC are committed to working with SDC to deliver travel planning in schools and will continue to try and attract additional funding to support sustainable transport measures both within the Selby District and the wider NYCC area. 		<p>travel planning measures and personalised travel planning schemes exist in other parts of the NYCC area and there is scope to extend these to the Selby District if additional funding can be found. NYCC will continue to work with SDC to deliver travel planning in schools, and will continue to try and attract additional funding to support sustainable transport measures both within the Selby District and the wider NYCC area. These activities support the recent draft NICE guidelines on air quality.</p>
14	Rapid review of existing signalling and junction priorities around New Street	Traffic Management	UTC, Congestion management, traffic reduction	NYCC	2018	2019	Reduction in queue length on New Street	Not yet assessed	NYCC have confirmed that timings for the traffic signals at the junction with Ousegate are at their maximum. The signals work in conjunction with the toll bridge and there is little scope to change the road layout to reduce queue lengths.	2019	NYCC have confirmed that there is unlikely to be scope to significantly reduce queue lengths and idling times on

Measure No.	Measure	EU Category	EU Classification	Organisations involved and Funding Source	Planning Phase	Implementation Phase	Key Performance Indicator	Reduction in Pollutant / Emission from Measure	Progress to Date	Estimated / Actual Completion Date	Comments / Barriers to implementation
											New Street via adjustments to traffic light timings.