Air Quality Strategy Consultation: Response Summary

# Introduction

This Strategy provides the tools to prevent the deterioration of the local air quality and help protect people from unacceptable health effects caused by air pollution The aim of the Air Quality Strategy is to support the achievement of air quality objectives and to set out the areas where the council can deliver local air quality improvements. The strategy provides the framework to achieve the overall ambition of maintaining and achieving good Air Quality within North East Lincolnshire.

# Methodology

The consultation period of 6 weeks: 16 June to 28 July 2021

The consultation was sent out to:

* Members, Parish Councils and was included on the engagement calendar which partner organisations have access to.
* An article was included in Vision & on the Intranet.
* An email was sent to those who have signed up to the NELC consultation mailing list.
* An email was sent to the Community stakeholders mailing list.
* Social Media: Facebook promotion.

# Return rates

In total 202 responses were received, 114 completed.

# Key findings

* Good air quality in NEL is ‘very important’ to 90% of the respondents
* 96% of the respondents understood the need for an Air Quality Strategy.
* 45% of the respondents ‘agreed’ and 21% ‘strongly agreed’ that the actions NELC will take will improve air quality.
* 93% understood how NELC will monitor the effectiveness of the Strategy.
* 30% of respondents had accessed information on our Air Quality webpages.
* Behavioural changes that respondents were willing to make over the next five years:
* Walk & cycle more: 29%
* Reduce cars use for short trips: 26%
* Electric vehicle purchase: 16%
* Use public transport more: 15%
* Car share: 5%
* Other: 9%
* The preferred method of receiving information on air quality:
* Email: 30%
* Mobile: 8%
* Social Media: 20%
* Website: 24%
* Local Press: 15%
* Information points/screens in surgeries, customer access points: 7%

# Recommendations

* Adoption of the Air Quality Strategy by NELC and the commitment of relevant stakeholders, both internal and external.
* The progress made on our air quality strategy and the national objective targets will be reviewed and reported on annually within the Annual Status Report.
* Annual reporting of the progress made will ensure NELC can regularly monitor where adjustments need to be made to ensure targets are met.
* The annual report will be produced as a separate document and displayed on the NELC website alongside the Air Quality Strategy.