



Basildon Air Quality Management Plan

Basildon Air Quality Survey - Public Engagement Report

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1 Executive Summary

1.1 The overall picture

Locations in two areas to the south of the A127 (notably in East Mayne) in Basildon have been identified as exceeding legal limits for nitrogen dioxide - a harmful gas caused by vehicle emissions. If no further action is taken then compliance in East Mayne is not likely to occur until 2024 and, therefore, Essex County Council and Basildon Borough Council have a legal obligation to make achieve compliance in the shortest possible time.

The Government's benchmark position for areas that exceed legal air quality limits at the roadside like this is a charging clean air zone, which charge certain vehicle owners for driving in a specified zone if their vehicle fails to meet certain emissions standards. Essex County Council and Basildon Borough Council are in agreement that a charging clean air zone would have a disproportionate impact on businesses and residents, particularly in light of the continued effects of the COVID-19 pandemic and we have, therefore, been looking at potential alternatives to address the air quality exceedances. Having assessed various options, we believe the relocation of the pedestrian and cyclist route away from the central reservation in East Mayne is the most proportionate way of achieving compliance in the area and in the shortest possible time, as required by law. We have, therefore, identified this action as a preferred option and have now developed an outline business case for the proposed scheme. Our studies have concluded that this option would also be quicker to implement than a charging clean air zone.

1.2 Public engagement

To support further development of our proposals to relocate the pedestrian and cyclist route in East Mayne to address air quality issues, we shared our preferred option with the public and invited them to have their say as part of a public engagement exercise.

Across a four-week period – Friday, 13 November 2020 to Monday, 14 December 2020 – we engaged with the public on a preferred option to address air quality in East Mayne, Basildon, which currently exceeds legal limits. Because of the COVID-19 pandemic, we were unable to run any face-to-face public engagement events and, instead, focused on digital engagement. This centred on an online survey hosted on the Essex County Council consultation portal, which residents, businesses and visitors to Basildon, as well as any other interested parties, were encouraged to complete.

A brochure complemented the survey to set the scene, provide the background to the project and the subject of air quality, explain the preferred option and outline other efforts to tackle air pollution in Basildon. To ensure the survey and supporting information remained accessible to certain demographics and traditionally hard-to-reach groups, as well as those without internet access or online competency, we made printed engagement brochures available on request and used some traditional communications channels, such as letters and press releases, to complement other digital approaches.

In total, we received 164 responses to the survey – all of which were submitted online.

The data collected as part of the survey has enabled us to gain a fuller understanding of people's views on air quality and our proposals to help inform the decision-making processes and our outline business case for the scheme. It has also enabled us to identify

potential issues and concerns and to ensure that any feedback about our proposals can be taken into consideration as they are developed further.

1.3 Summary of findings

The public engagement survey proved a valuable exercise in capturing people's views about air quality, the most prominent barriers to using more sustainable modes of travel and their thoughts on our preferred option.

Among the key findings were:

- 81% of respondents indicated they felt improving air quality was an important issue
- 74% said they were concerned about the impacts of poor air quality on the health of them, their family and friends, while 88% were concerned about the impacts on the environment and 60% about the impacts on the economy
- 63% of those who responded to the survey said that, given the need to bring air quality in East Mayne to legal levels in the shortest possible time, they were either supportive of the preferred option or described their views on the option as 'neutral' (40% supportive and 23% neutral). 37% described themselves as opposed to the preferred option
- 52% of respondents indicated they thought the preferred option would have an impact in reducing people's exposure to air pollution, while 46% said they thought it would have no significant impact and 2% did not know
- Air pollution was ranked as the impact of traffic congestion that was of most concern to respondents
- 77% of people felt they had enough information to respond to the survey
- 96% of people described the information provided as part of the public engagement as either helpful (73%) 'neither helpful nor unhelpful' (23%).

In addition to quantitative data, we also received qualitative feedback, including concerns about the impacts of the preferred option on the route and journey times for pedestrian and cyclists, traffic flow and congestion. This is covered in more detail in the *Conclusion*.

In this report you will find sections which go into further detail explaining the following:

- Project background, including the need for the scheme
- The approaches taken towards publicity of the public engagement
- Specific questions asked as part of the public engagement survey
- Feedback and analysis from the public engagement period
- Materials used in the public engagement

2 Introduction

2.1 Background to the project

Air pollution, mainly caused by vehicles on the roads, is having a harmful effect on the health of people living, visiting and working in parts of Basildon and must be addressed. Engine technology is improving and emissions from vehicles will gradually fall as people buy newer, less polluting vehicles, but this is not happening quickly enough and could be further delayed by the financial impacts of COVID-19. Although the pandemic initially resulted in a general decrease in traffic, particularly during the first lockdown, the number of vehicles on our roads has quickly climbed back to close to pre-COVID levels and our roadside monitoring shows air quality in areas of Basildon is still above legal levels. We must act now to reduce people's exposure to air pollution and make improvements to air quality.

The Basildon Enterprise Corridor is a busy business area and a through-route for many vehicles, with congestion issues worsening the air quality problems caused by vehicle emissions. Locations on a stretch of the A127 and two areas to the south of it (notably on the A132 East Mayne) in Basildon have been identified as exceeding legal limits for nitrogen dioxide, caused mainly by diesel and older petrol vehicles. Government directed Essex County Council and Basildon Borough Council to improve air quality on the A127 as quickly as possible and a new 50mph speed limit was introduced earlier this year to tackle the issue. The Government also directed the authorities to carry out further analysis to establish what measures would be needed to bring air quality to within legal levels as soon as possible on East Mayne and protect pedestrians and cyclists, in particular, who are currently exposed to high levels of air pollution.

Defra's Joint Air Quality Unit (JAQU) oversees the delivery of all air quality directives issued to local authorities across England. JAQU guidance assumes that a charging clean air zone (CAZ) is the option that is most likely to achieve air quality compliance in the shortest possible time. Any other preferred option must be shown to be able to deliver compliance sooner than a CAZ option.

Significant concerns were expressed about a potential charging CAZ, particularly given the impact of the COVID-19 pandemic, and we have done considerable work to identify and assess alternative solutions. We subsequently developed an engineering option to relocate the cyclist/pedestrian crossing route in East Mayne and we are now progressing this as a preferred option. The scheme would reduce exposure to poor air quality at the roadside by providing alternative crossing points and will complement wider initiatives to improve air quality throughout Basildon.

We carried out a period of public engagement from Friday 13 November 2020 until Monday 14 December 2020 to update the public on the latest progress with the project, support the development of the business case, identify any potential issues or concerns about the scheme and gain a fuller understanding of the views of Basildon residents, businesses and visitors relating to air quality and the preferred option to help inform the decision-making processes. This is important in demonstrating that we have properly informed people about the proposal and the work that preceded it, offered an opportunity to comment on the final scheme and have considered public opinion. This report outlines the findings of an online

engagement survey, which was used as the primary method for capturing feedback during the public engagement period.

2.2 Survey Questions

The survey contained 33 questions in total, spanning six categories. These were: personal information, air quality, preferred option, travel, engagement and demographics.

The project team devised and developed the questions with a view to ensuring that the survey captured the general consensus of people's views on air quality and the preferred option, as well as an understanding of their travel behaviours and the barriers to greater use of sustainable modes of transport, such as walking, cycling and bus travel. Essex County Council and Basildon Borough Council approved the questions.

Of the 33 questions, two were open questions where we invited respondents to make comments about the preferred option and to suggest any other measures they believed we should be exploring to improve air quality in the Basildon area more generally. The remaining 31 were closed questions and, where appropriate, included an 'if other, please specify' option to allow respondents to elaborate on their answers when needed.

Personal information and demographic questions were also included as part of the survey for monitoring purposes and to ensure the continued development of our diversity and equality practices. This is standard practice and everyone with whom we work is asked to complete the information. However, it is not mandatory to respond to the questions.

2.3 Promotion of public engagement

To promote the public engagement period and encourage people to complete the online survey, we used a series of different channels. Copies of some of these materials can be found in the appendix of this report. The channels used included the following:

Website – All of the information needed for participants to make a considered response to the engagement survey was included on the scheme website. This included a digital copy of the public engagement brochure, which detailed the background to the scheme, the need for the intervention and information about the preferred option. The website also included information on how to have your say, a selection of questions and answers and directed participants to the online survey. *See Appendix J.*

Brochure – We made physical copies of the engagement brochure available upon request, while also making it available online. The brochure aimed to introduce the preferred option, explain the options which had been disregarded, outline wider efforts to improve air quality, encourage safer, greener and healthier travel and ensure that stakeholders could make informed comments when submitting their feedback. We included the engagement survey at the back of the brochure with a freepost address for those wanting to complete a hard copy and return it by post. *See Appendix B.*

Emails to stakeholders – At the start of the public engagement period, we sent an email to a list of stakeholders, identified through a mapping exercise and categorised as political, community groups, businesses, non-motorised users, emergency services, environmental, heritage, equality, diversity and inclusion groups, transport organisations and other groups. We also sent a reminder email later in the engagement period. *See Appendix G.*

Social media – We used a variety of social media channels to ensure we were engaging with as many people as possible across the Basildon area. We utilised the Facebook and Twitter accounts of both Basildon Council and Essex Highways. In addition, we were supported by

posts on partners' accounts such as Basildon and Brentwood CCG and Essex Air. We used social media posts to signpost participants to the online survey. We also ran a paid-for boosted post from the Essex Highways Major Transport Projects page, targeted at those in the immediate Basildon area and reaching thousands of people. *See Appendix H.*

Newspaper advertising – We placed adverts in the Basildon Echo during the public engagement period to ensure readers were aware of the proposals and had an opportunity to respond to the survey. Given the digital focus of the engagement exercise, this also helped us reach some of those without internet access, less comfortable online or reliant on print media for their news and information. A half-page advert appeared in the Echo on Friday, 20 November 2020, while a quarter page advert featured in the publication on Tuesday, 8 December 2020 as a reminder of the deadline for responding to the survey. In addition to print advertising, digital ads featured on the Echo website and via its Facebook page. *See Appendix F.*

E-newsletters – We utilised established e-newsletters that go out to thousands of subscribers in the Basildon area to promote the survey. These included the Basildon Council e-newsletter, the Basildon for Business e-newsletter, the Your Essex e-newsletter, the Chamber of Commerce e-newsletter and the Federation of Small Businesses e-newsletter. *See Appendix D.*

together Magazine – We also utilised together Magazine - a Basildon Council magazine that is distributed to every household in the borough – to promote the project and our engagement period. The magazine article included background information about the scheme, wider efforts to encourage people to use more sustainable modes of travel and signposted people to the website and online survey. *See Appendix C.*

Press releases – We issued press releases via Essex County Council to local media including the Basildon Echo, Yellow Advertiser, Essex Live, BBC Essex, BBC Look East and ITV Anglia. We also forwarded information to trade publications such as Air Quality News. *See Appendix E.*

Letters to businesses – We sent letters to businesses in the immediate area surrounding East Mayne and Upper Mayne. These letters informed businesses of the consultation and directed them to the online consultation survey. *See Appendix I.*

Online briefings – Although we were unable to organise any face-to-face engagement events due to the COVID-19 pandemic, we did provide a virtual briefing for Essex County Council members (Basildon ward members) via Microsoft Teams to update them on the project, our proposals and the planned public engagement. In addition, we attended the Basildon Business Group meeting to present to local businesses, although this was unfortunately postponed and, ultimately, took place once the engagement period had finished.

3 Methods of responding

Respondents had three formal ways of responding to the survey. They could respond online via the Essex County Council consultation portal, via post using a freepost service or by email.

Given ongoing restrictions because of the COVID-19 pandemic, we strongly encouraged people to respond to the survey and access information about the project online, although we did make printed copies of the public engagement brochure and online survey available on request. This allowed for a more measured approach to the collection and analysis of the

data captured and ensured that the project team was doing everything possible to keep the public and themselves safe without compromising on the accessibility of the survey. The online survey can be found at: <https://consultations.essex.gov.uk/essex-highways/basildon-air-quality>

3.1 Data protection, confidentiality and anonymity

General Data Protection Regulation (GDPR)

We included the following statement in the online survey and made sure it was visible to respondents prior to their participation.

This survey is for you to provide information to be used by the Basildon Air Quality project. Under the GDPR we have a legal duty to protect any information we collect from you. The information will only be used for the purposes of this project and will not be kept longer than is necessary to do so, up to a maximum of five years. We share this information with our partners Jacobs, Ringway Jacobs and Basildon Council but we will not share your personal details with any other agency unless we have concerns that you or another individual may be at risk of harm or if it is required by law. We do not collect personal information for commercial purposes.

If you would like to find out more about how Essex County Council uses personal data, please go to www.essex.gov.uk/privacy or call 03457 430 430.

Essex County Council has a Data Protection Officer who makes sure we respect your rights and follow the law. If you have any concerns or questions about how we look after your personal information, please contact the Data Protection Officer at DPO@essex.gov.uk or by calling 03457 430 430 and asking to speak to the Data Protection Officer.

Upon providing an email address, respondents were also prompted to tick a box to indicate whether if they were happy to be contacted about the project in the future.

3.2 Collecting responses

To ensure responses were kept secure, the project's communications and engagement team had sole access to the data collected and only via a password protected system.

The spreadsheet of responses on which the analysis was carried out was also password protected and stored on an access-controlled server.

4 Data analysis and interpretation of data

4.1 Sample

The target population for the survey included residents, businesses and frequent visitors of the Basildon area.

It should be noted that those who responded to this survey were from a self-selecting sample, made up of those who chose to respond. Responses provided a picture of the views expressed and issues raised by those who responded.

Although the data collected from the survey provided us with a valuable insight into their views on air quality and the proposed option, it is important to emphasise that these views are specific to a particular group of individuals and organisations and should not be considered a representative sample of the views of the entire population.

Notwithstanding this, all comments have been noted and considered. We make clear this rationale for transparency and to illustrate how we have measured statistical significance.

4.2 Quantitative analysis, qualitative analysis and insight

Quantitative data analysis took place for closed questions. This is data where numerical value and percentages can be applied to respondents' answers. It is relatively straightforward to compare and contrast opinions and preferences with closed questions.

Qualitative data analysis took place on responses to the open questions. This is data where no numerical value can be applied as each answer is different. To effectively assess responses, we provided opportunities for respondents to elaborate on particular questions. To effectively assess responses, we applied themed codes which pick out key re-occurring concerns or opportunities. We use these codes to guide reporting and to give an understanding of the comparative regularity and frequency of themes and issues being raised. The codes are not intended to be, and would not be appropriate for, carrying out statistical comparisons.

5 Responses to closed questions

The graphs and tables below summarise the responses to the closed questions in the engagement survey. In total, 164 responses were received.

5.1 Personal Information

Question: Which of the following best describes you?

To answer this question, respondents were able to pick between six options: Someone who lives in Basildon, someone who works in Basildon, someone who visits Basildon, someone responding on behalf of a business or organisation based in Basildon and someone responding on behalf of a business or organisation based outside of Basildon but which travels or operates in the area. This gave us an understanding of the types of respondents with whom we were engaging and the extent to which they would likely be directly impacted by the preferred option.

67% of respondents described themselves as someone who lives in the Basildon area. 12% of respondents described themselves as someone who works in Basildon. Another 12% described themselves as someone who visits Basildon. 6% of respondents described themselves as someone who is responding on behalf of a business or organisation based in Basildon and 1% of respondents described themselves as someone who is responding on behalf of a business or organisation based outside of Basildon but which travels or operates in the area. The remaining 3% identified themselves as another interested party.

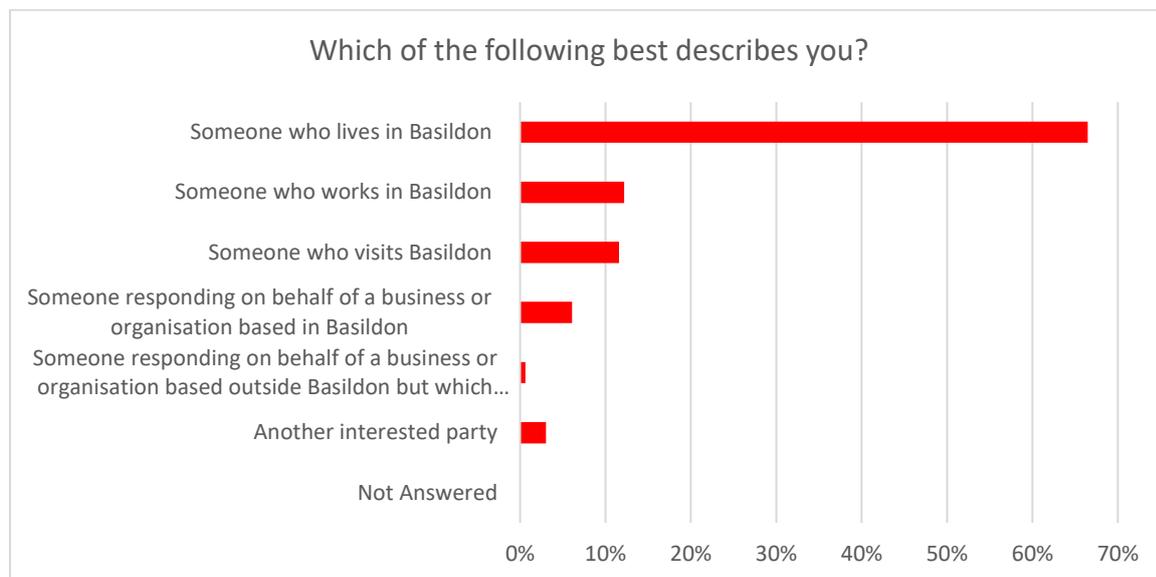


Figure 1: Graph showing results for “Which of the following best describes you?”

Of those who identified themselves as responding on behalf of a business, 9% said they were responding on behalf of a public sector or civil service organisation, 18% said they were responding on behalf of a small or medium sized enterprise, 27% said they were responding on behalf of a freight and haulage organisation, 9% said they were responded on behalf of a campaign or charity group, 9% said they were responding on behalf of a healthcare organisation, 9% said they were responding on behalf of an industry manufacturer and the last 18% said they were responding on behalf of a trade organisation.



Figure 2: Graph showing results for "If you are responding on behalf of a business or organisation, what is the name of that business or organisation?"

5.2 Air Quality

In this section, the project team created 5 questions with the aim of allowing us to get an idea of the views held by respondents on air quality in Basildon in general.

Question: How would you describe air quality in Basildon at present?

For this question, we gave respondents the opportunity to indicate their general thoughts on air quality in Basildon at present. Of the responses we received for this question, 40% of respondents stated they believed air quality in Basildon was good (good and fairly good), 34% indicated that they believed that air quality in Basildon was neither good nor poor and 26% indicated that they believed that air quality in Basildon was poor (poor and fairly poor).

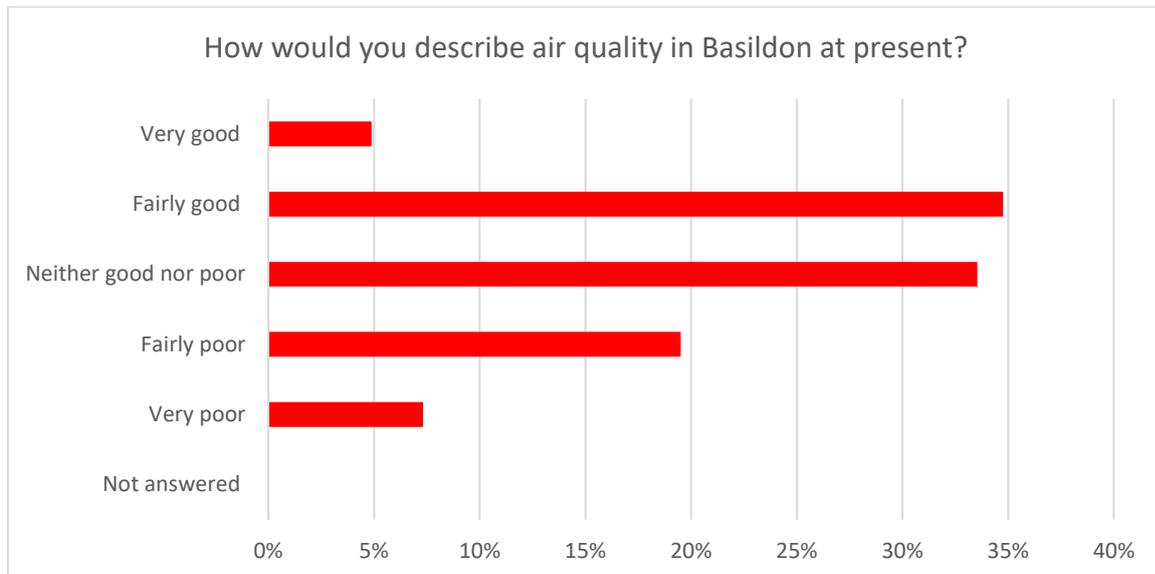


Figure 3: Graph showing results for “How would you describe air quality in Basildon at present?”

Question: Do you believe that tackling areas of poor air quality in Basildon is an important issue?

For this question, we gave respondents the opportunity to indicate whether they believed that poor air quality in Basildon was an important issue. Of the 164 responses we received for this question, 81% of respondents stated they believed air quality in Basildon was an important issue, 13% indicated they believed that air quality in Basildon was not an important issue and 6% indicated that they did not know whether it was an important issue.

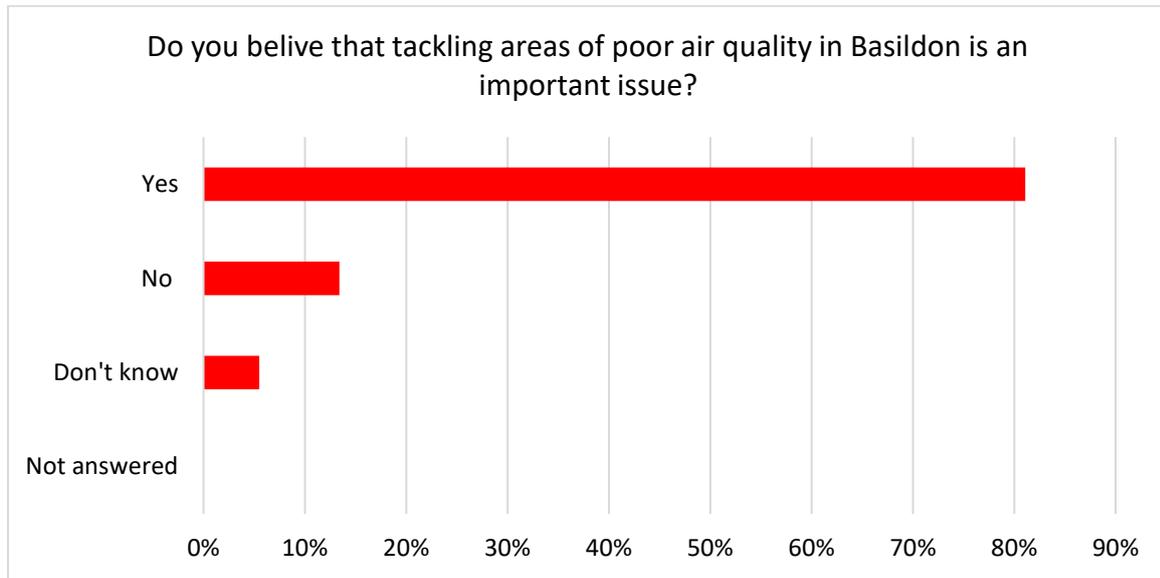


Figure 4: Graph showing results for "Do you believe that improving air quality is an important issue?"

Question: How concerned are you about the impacts of poor air quality on the health of you, your family and friends?

For this question, we gave respondents the opportunity to indicate how concerned they were about the effects of poor air quality on themselves and loved ones. Of the 164 responses we received for this question, 74% stated they are concerned (very concerned and fairly concerned), 9% indicated that they were not concerned (fairly unconcerned and very unconcerned) and 17% indicated that they were neither concerned or unconcerned.

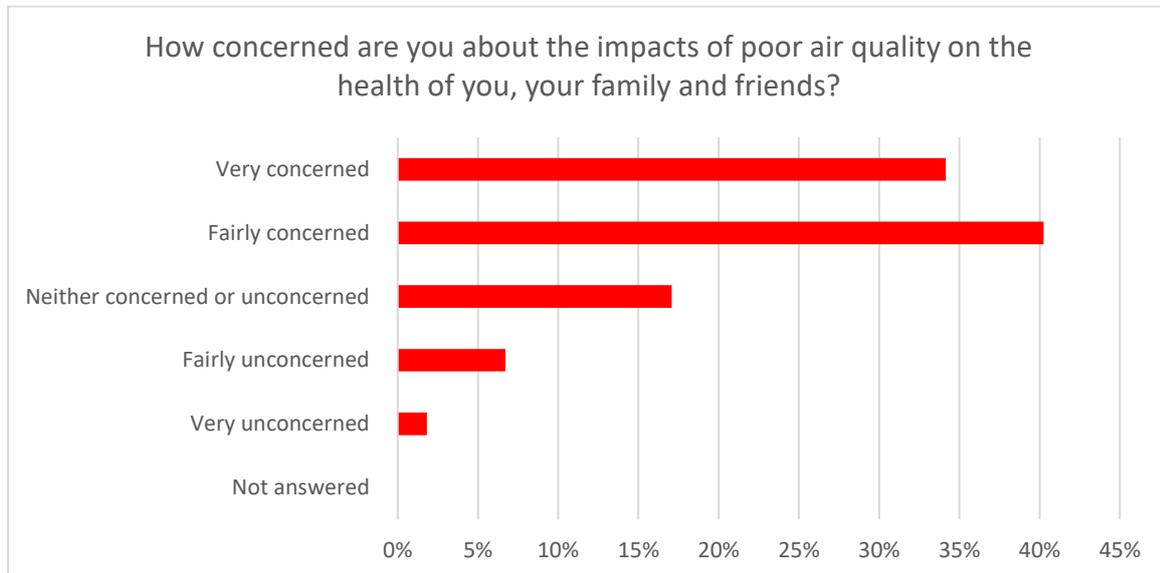


Figure 5: Graph showing results for "How concerned are you about the impacts of poor air quality on the health of you, your family and friends?"

Question: How concerned are you about the impacts of poor air quality on the economy?

For this question, we gave respondents the opportunity to indicate how concerned they were about the effects of poor air quality on the economy. Of the 164 responses we received for this question, 60% of respondents stated they were concerned (very concerned and fairly concerned), 9% indicated that they were not concerned (fairly unconcerned and very unconcerned) and 31% indicated that they were neither concerned or unconcerned.

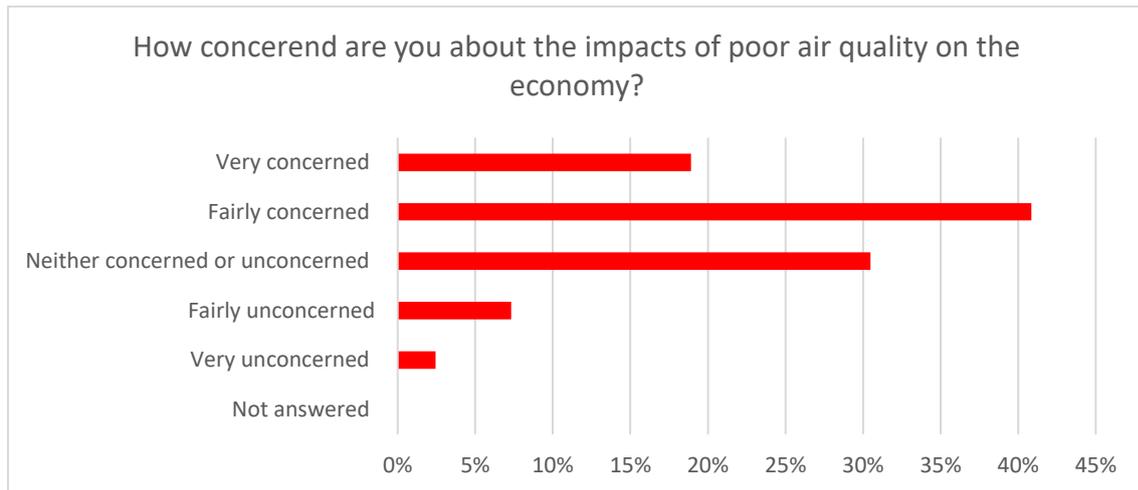


Figure 6: Graph showing results for "How concerned are you about the impacts of poor air quality on the economy?"

Question: How concerned are you about the impacts of poor air quality on the environment?

For this question, we gave respondents the opportunity to indicate how concerned they were about the effects of poor air quality on the economy. Of the 164 responses we received for this question, 88% of respondents stated they were concerned (very concerned and fairly concerned), 2% indicated that they were not concerned (fairly unconcerned and very unconcerned) and 10% indicated that they were neither concerned or unconcerned.

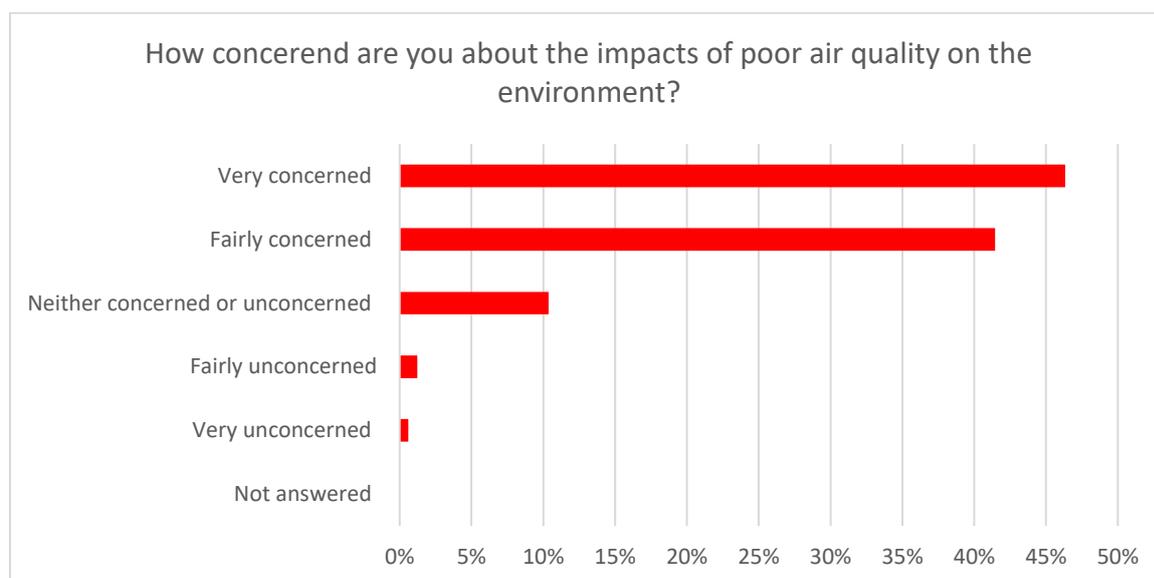


Figure 7: Graph showing results for "How concerned are you about the impacts of poor air quality on the environment?"

5.3 Preferred Option

In this section, we asked respondents 7 questions encouraging them to detail their views on the preferred option, including 2 open questions where there was an opportunity to offer additional qualitative feedback. These questions will be analysed separately in the report.

Question: What impact do you think our preferred option (the relocation of crossings in East Mayne) would have in reducing people’s exposure to air pollution?

For this question, we gave respondents the opportunity to tell us their views on whether they believed the preferred option would have an impact on people’s exposure to air pollution. Of the 164 responses we received for this question, 23% of respondents stated they believed the preferred option would have a significant impact (very significant and significant impact), a further 29% indicated that they believed that the preferred option would have some impact. 46% indicated that they believed relocating the crossing route in East Mayne would have no significant impact and 2% of respondents stated they did not know.

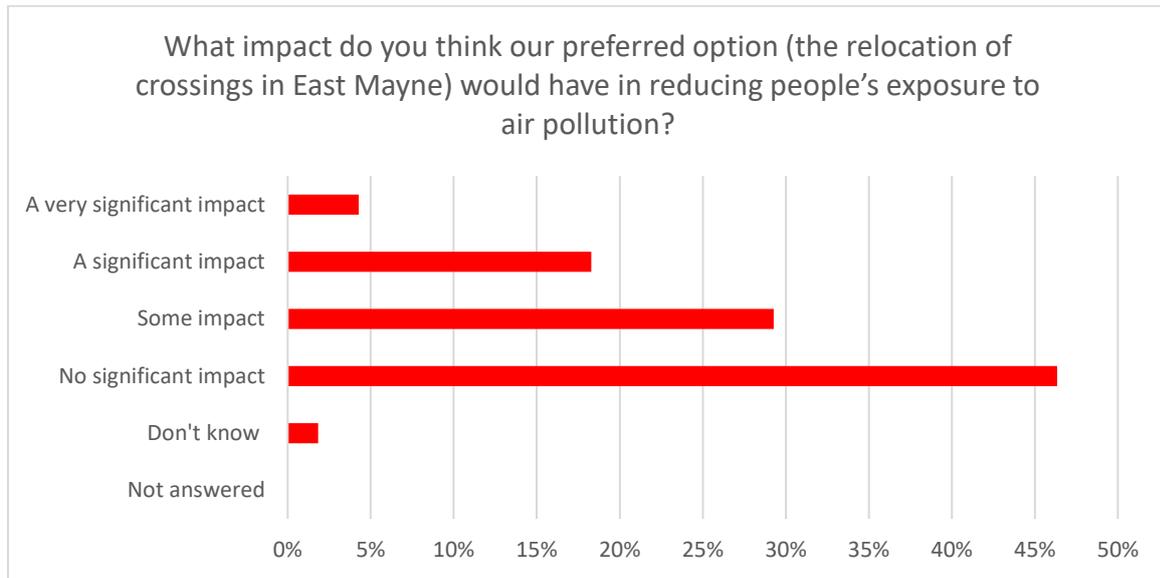


Figure 8: Graph showing results for "What impact do you think our preferred option (the relocation of crossings in East Mayne) would have in reducing people’s exposure to air pollution?"

Question: What impact do you think the preferred option (the relocation of crossings in East Mayne) would have on residents and visitors?

For this question, we gave respondents the opportunity to tell us their views on what kind of impact the relocation of crossings in East Mayne would have on residents and visitors. Of the 164 responses we received for this question, 29% of respondents stated they believed the preferred option would have a positive impact (very positive and fairly positive), 33% indicated that they believed the preferred option would have a negative impact (fairly negative and very negative) and 38% indicated that they felt the relocation of the crossings would have neither a positive or negative impact.

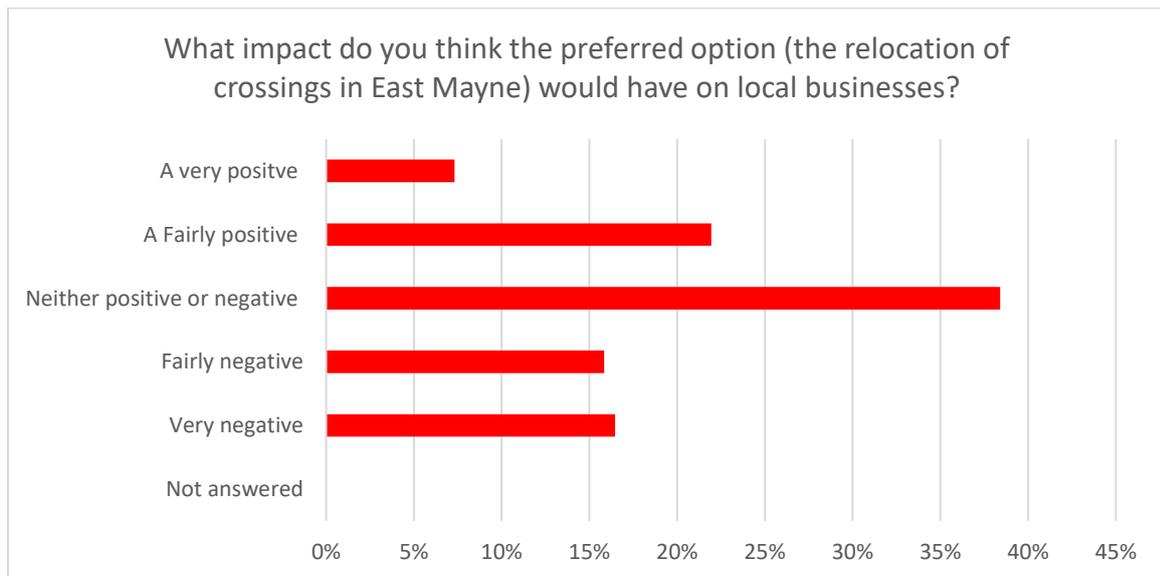


Figure 9: Graph showing results for "What impact do you think the preferred option (the relocation of crossings in East Mayne) would have on residents and visitors?"

Question: What impact do you think the preferred option (the relocation of crossings in East Mayne) would have on local businesses?

For this question, we gave respondents the opportunity to tell us their views on what scale of impact they felt the relocation of crossings in East Mayne would have on local businesses in the area. Of the 164 responses we received for this question, 21% of responders stated they believed the preferred option would have a positive impact (very positive and fairly positive), 24% indicated that they believed the preferred option would have a negative impact (fairly negative and very negative) and 55% indicated that the relocation of the crossings would have neither a positive or negative impact.

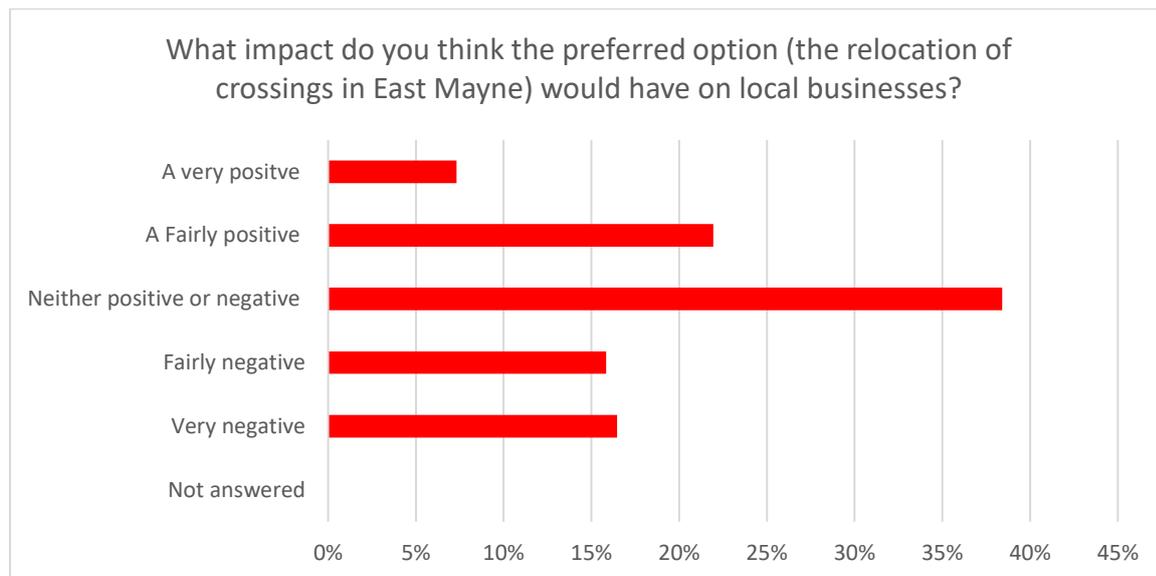


Figure 10: Graph showing results for "What impact do you think the preferred option (the relocation of crossings in East Mayne) would have on local businesses?"

Question: What impact do you think the preferred option (the relocation of crossings in East Mayne) would generally have on the routes of those using the crossing points?

For this question, we gave respondents the opportunity to tell us their views on what kind of impact the relocation of crossings in East Mayne would have on those using the crossing points. Of the 164 responses we received for this question, 51% of respondents stated that the relocation of crossings would make routes longer (significantly longer and longer), 5% indicated that they believed that relocating the crossings would make routes shorter (shorter and significantly shorter) and 44% indicated that the relocation of the crossings would make no difference to the routes of those using the crossing points.

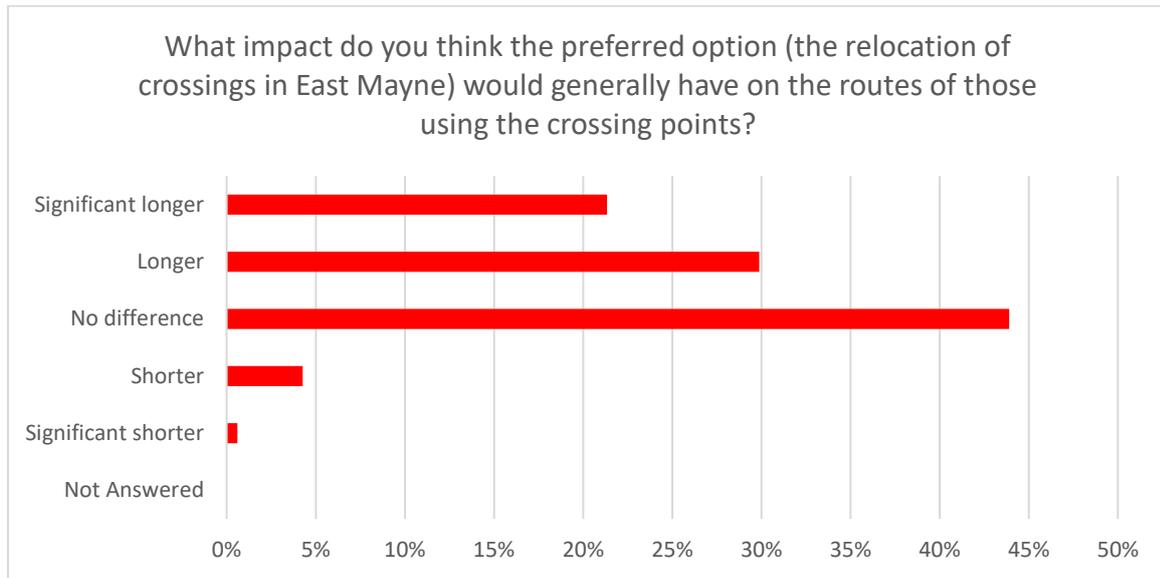


Figure 11: Graph showing results for "What impact do you think the preferred option (the relocation of crossings in East Mayne) would generally have on the routes of those using the crossing points?"

Question: Given the need to bring air quality in East Mayne to legal levels in the shortest possible time, how would you best describe your views about the preferred option (the relocation of crossings in East Mayne)?

For this question, we gave respondents the opportunity to tell us their view of the preferred option, bearing in mind the need to bringing air quality in the area to within the legal limit as soon as possible. Of the 164 responses we received for this question, 40% of respondents stated that they were supportive of the preferred option (very supportive and supportive), a further 23% said their views were neutral and 37% indicated that they were opposed to the preferred option (opposed and very opposed).

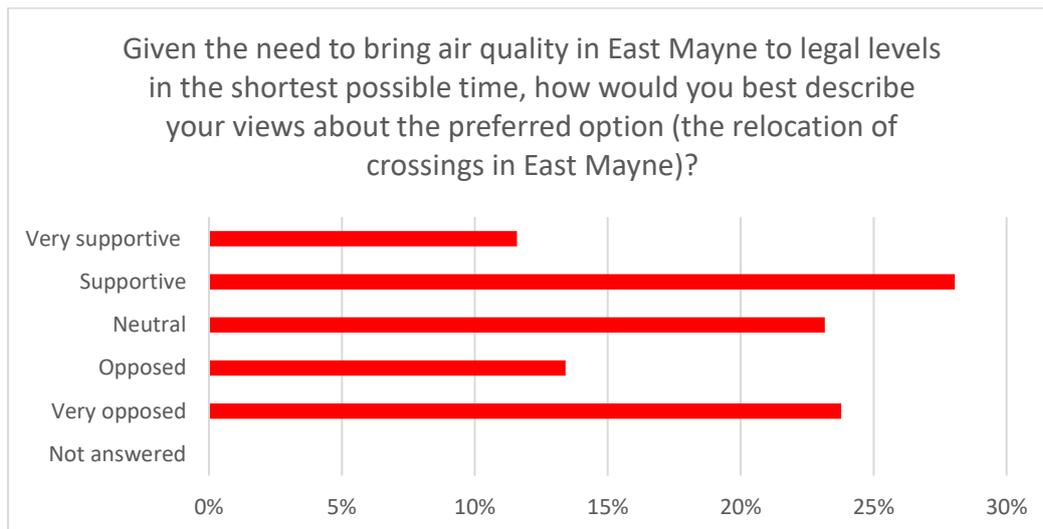


Figure: 12 Graph showing results for "Given the need to bring air quality in East Mayne to legal levels in the shortest possible time, how would you best describe your views about the preferred option (the relocation of crossings in East Mayne)?"

5.3 Travel

In this section, respondents were asked 6 questions that allowed us to gain a better understanding of how they currently travelled within Basildon.

Question: What impacts of traffic congestion concern you the most? Please rank your top 3 (1 = the impact that concerns you most)

For this question, respondents were asked to pick three traffic congestion concerns from a list of options and rank them from 1 to 3, with 1 being the impact that concerns them the most. The options included air pollution, longer journey times, road safety, noise pollution, rat-running on residential streets, unreliable journey times or any other concern. The below table shows the overall ranking of the different options.

Option	Ranking
Air Pollution	1.70
Longer journey times	1.32
Road safety	1.02
Noise pollution	0.70
Rat-running on residential streets	0.62
Unreliable journey times	0.58
Other	0.06

Table 1: Table showing results for "What impacts of traffic congestion concern you the most?" in rank order

Air pollution was included in 128 responses out of 164 and was ranked as the main concern for 35% of these responses. Longer journey times was included in 94 responses out of 164 and was ranked as the main concern for 30% of these responses. Road safety was included in 89 responses out of 164 and was ranked as the main concern for 14% of these responses. Noise pollution was included in 64 responses out of 164 and was ranked as the main concern for 7% of these responses. Rat-running on residential streets was included in 59 responses out of 164 and was ranked as the main concern for 8% of these responses. Unreliable journey times was included in 50 responses out of 164 and was ranked as the main concern for 6% of these responses. 10 responses out of 164 indicated a concern that was not part of the options given and these included various impacts of cyclists and pedestrians, impact on businesses, street parking and hindrances to public transport.

Question: What type of transport do you usually use for your daily commute or most common journey? Please tick one box

For this question, respondents informed us of their usual mode of transport for their daily commute or most common journey. Out of the options provided, respondents were only allowed to pick one. Out of 164 responses, 57% of responders stated that their usual mode of transport for their daily commute is a car/van, 15% indicated that they use a car for their daily commute but as a passenger, 1% of responders stated that they use a motorcycle, 2% use a taxi bus, 8% use a train, 8% cycle and 5% walk. 4% of responders also indicated that they use a different mode of transport other than the options provided. These included a

delivery truck, buses and HGV. Some respondents also indicated that they no longer commuted because of COVID 19 or retirement.

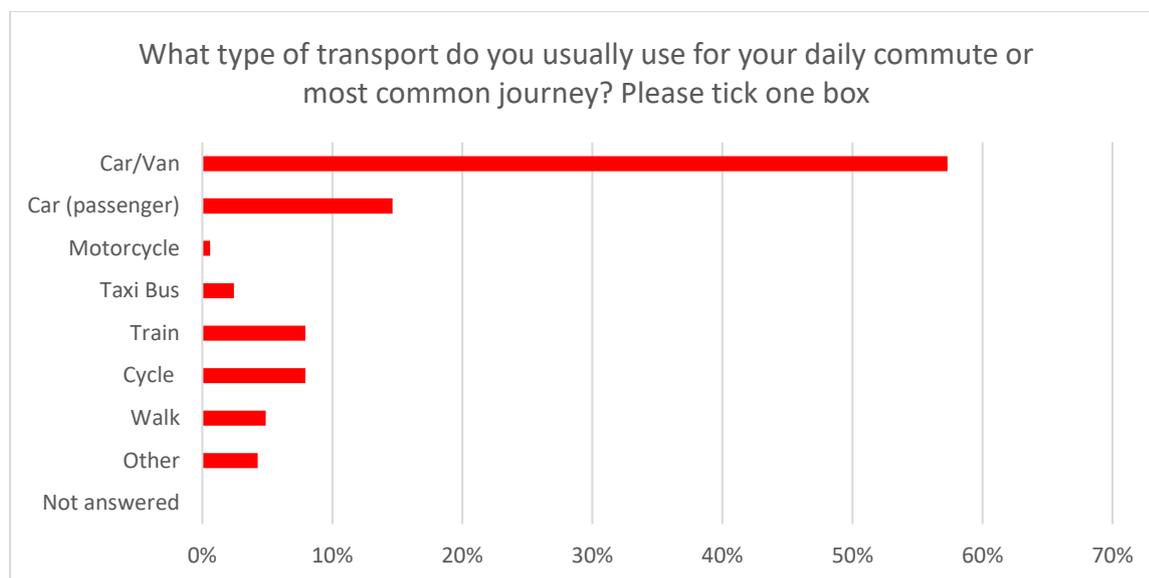


Figure 13: Graph showing results for "What type of transport do you usually use for your daily commute or most common journey? Please tick one box"

Question: How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?

For this question, respondents were given a list of factors in a matrix and prompted to indicate how important these factors were in influencing the type of transport they used for their daily commute or most common journey. The list of factors included was cost, convenience, environmental benefits, health benefits, journey time, journey reliability, distance of journey, weather, safety and lack of viable alternatives.

Out of 164 responses, 71% indicated cost was important, 9% indicated cost was unimportant and 20% indicated they was neutral or undecided about the importance of cost.

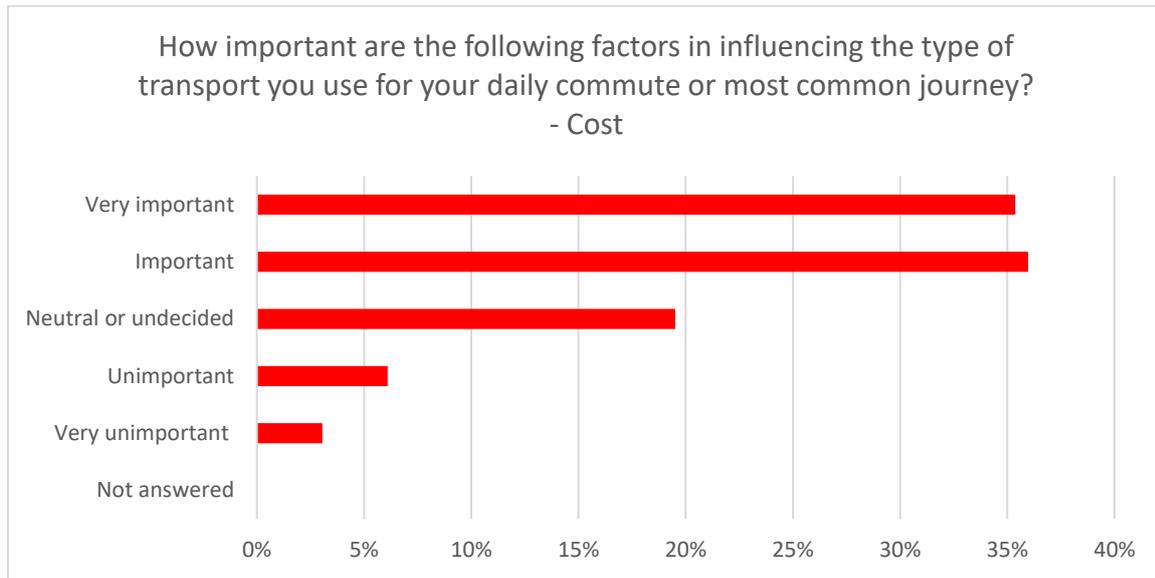


Figure 14: Graph showing results for "How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?" - Cost

Out of 164 responses, 93% indicated convenience was important, 3% indicated convenience was unimportant and 4% indicated they was neutral or undecided about the importance of convenience.

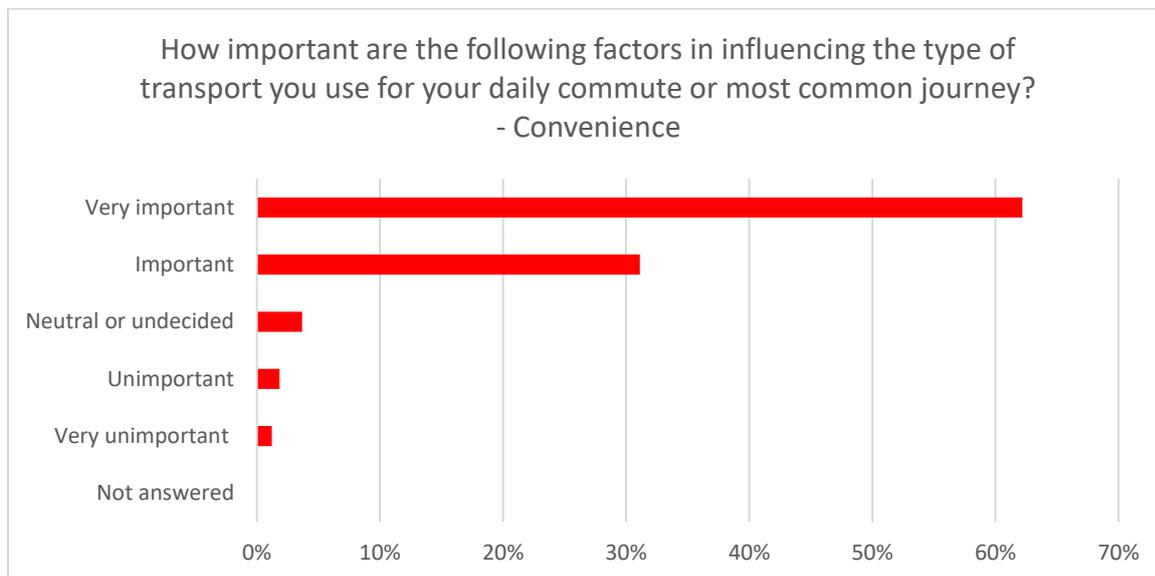


Figure 15: Graph showing results for "How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?" - Convenience

Out of 164 responses, 66% indicated that environmental impacts are important, 5% indicated environmental impacts are unimportant and 29% indicated they were neutral or undecided about the importance of environmental impacts.

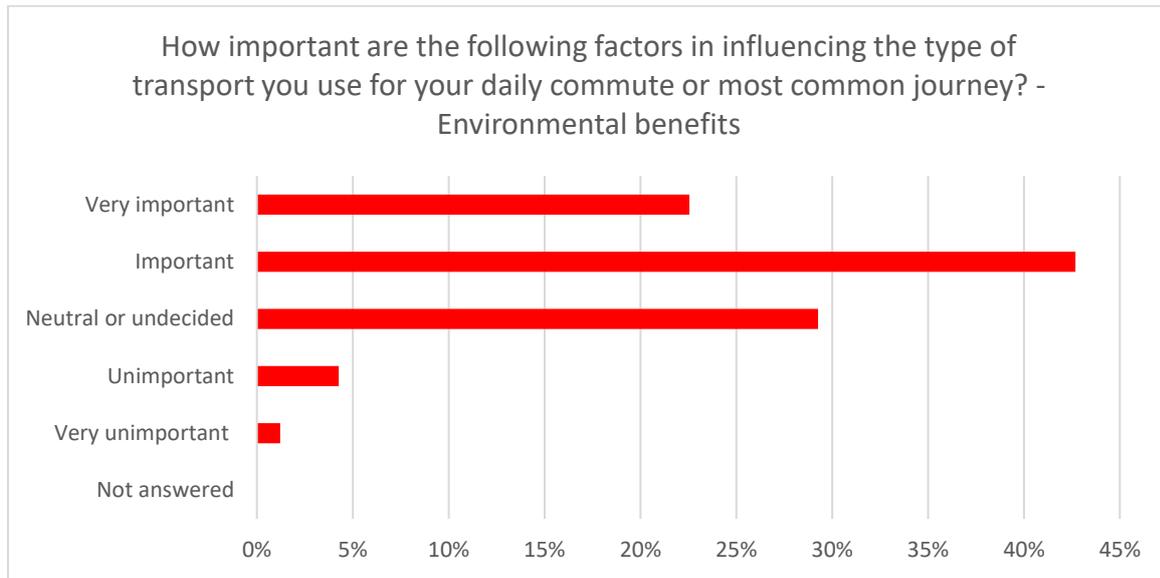


Figure 16: Graph showing results for "How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?" - Environmental benefits

Out of 164 responses, 60% indicated that health benefits were important, 7% indicated health benefits were unimportant and 33% indicated they were neutral or undecided about the importance of health benefits.

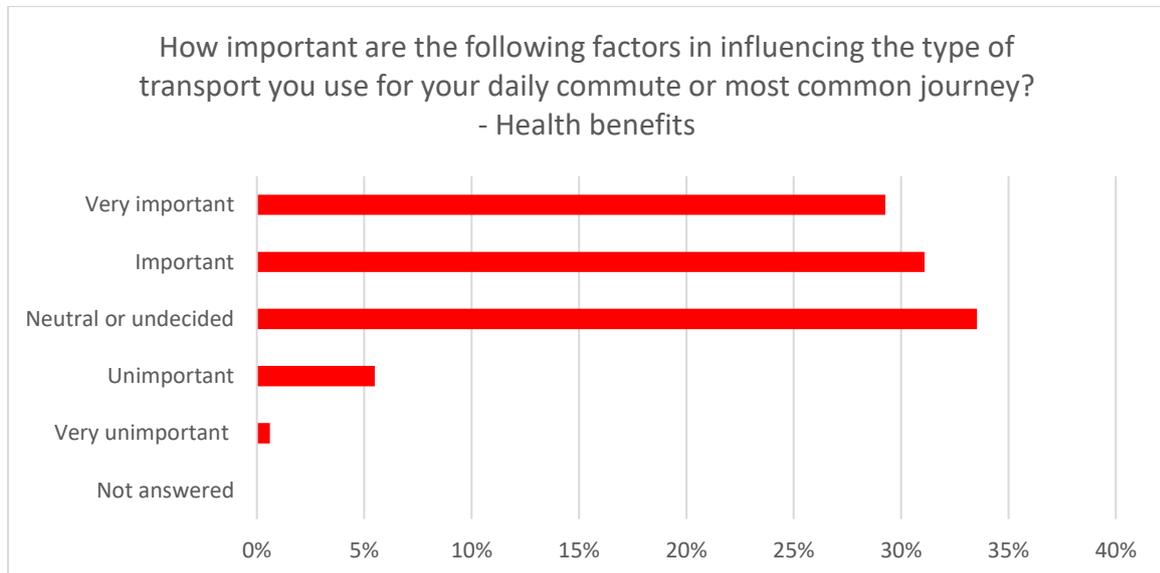


Figure 17: Graph showing the results for "How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?"- Health Benefits

Out of 164 responses, 84% indicated journey time was important, 4% indicated journey time was unimportant and 12% indicated they was neutral or undecided about the importance of journey time.

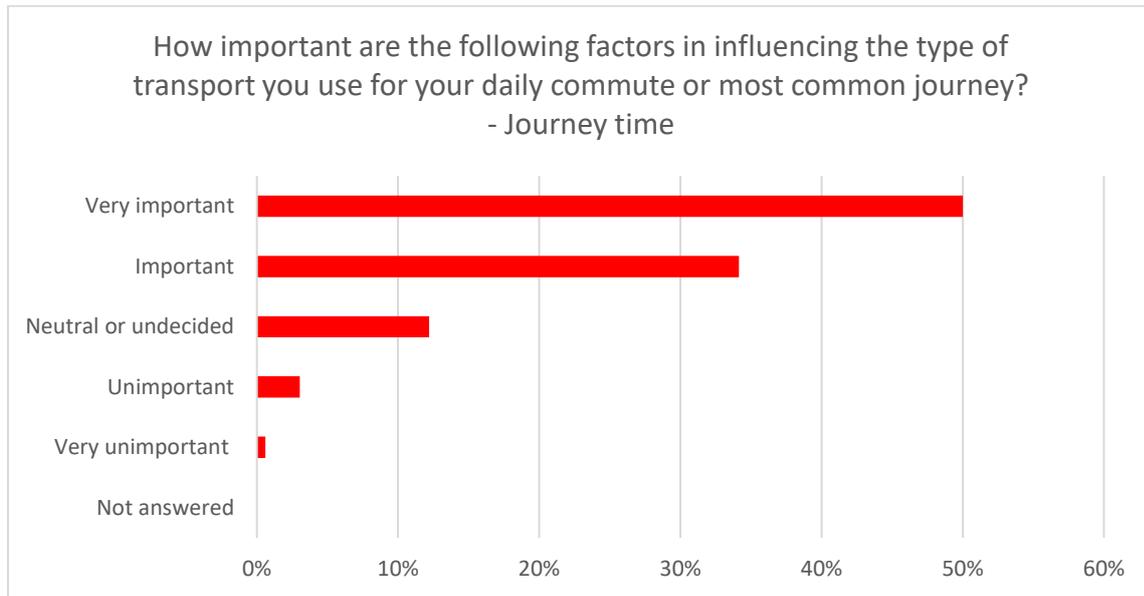


Figure 18: Graph showing results for "How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?" - Journey time

Out of 164 responses, 89% indicated journey reliability was important, 2% indicated journey reliability was unimportant and 9% indicated they were neutral or undecided about the journey reliability.

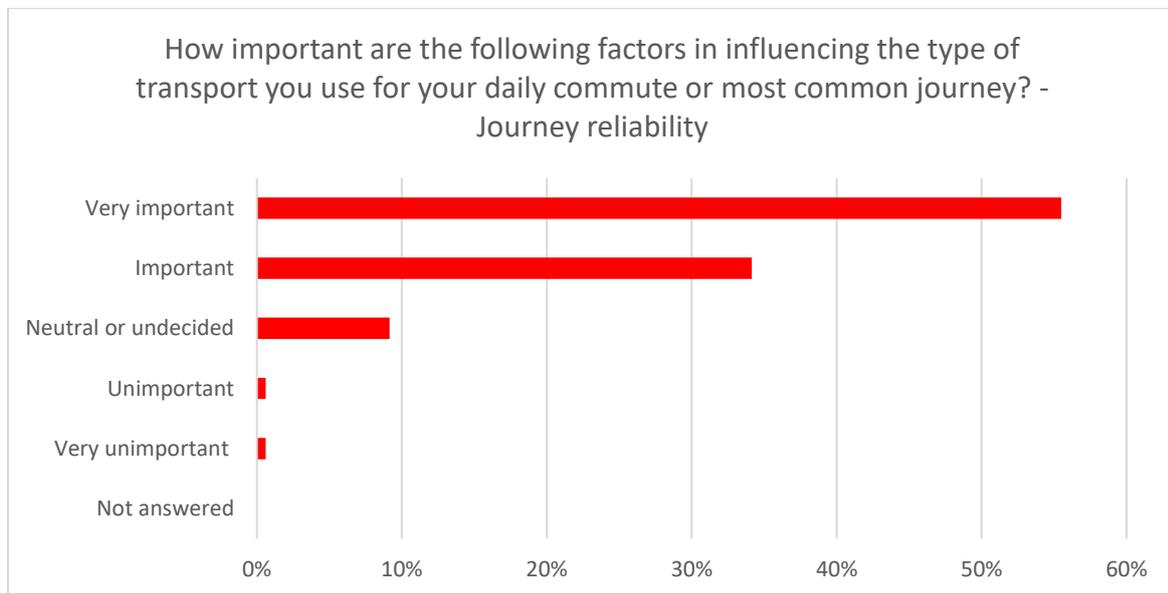


Figure 19: Graph showing results for "How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?" - Journey reliability

Out of 164 responses, 74% indicated the distance of the journey was important, 6% indicated the distance of the journey was unimportant and 20% indicated they were neutral or undecided about the importance of the distance of the journey.

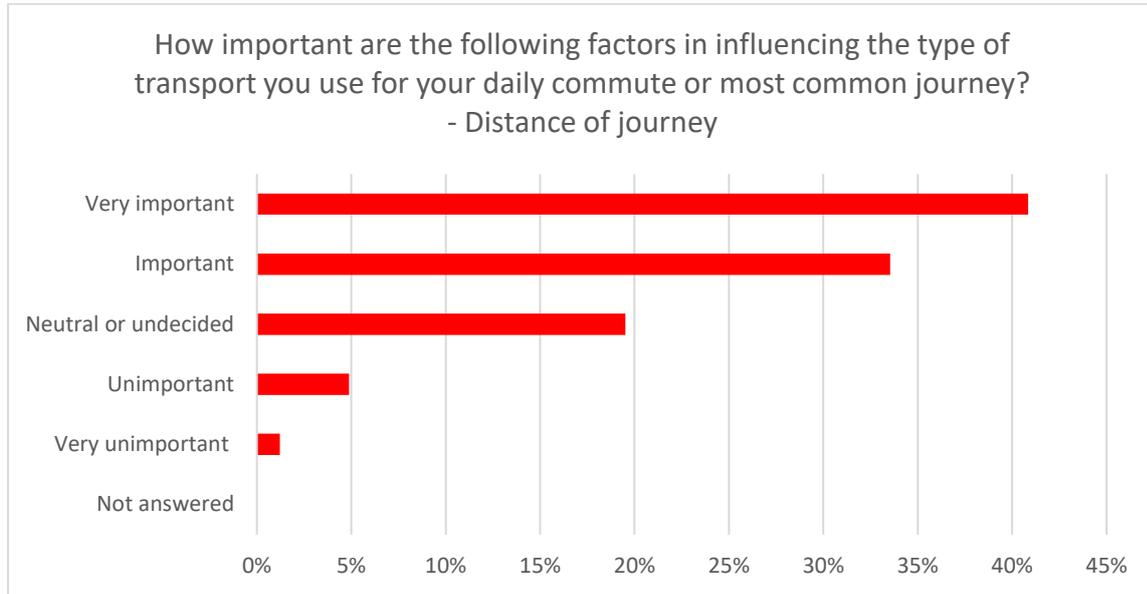


Figure 20: Graph showing results for "How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?" - Distance of journey

Out of 164 responses, 48% indicated the weather was important, 20% indicated the weather was unimportant and 32% indicated they were neutral or undecided about the importance of the weather.

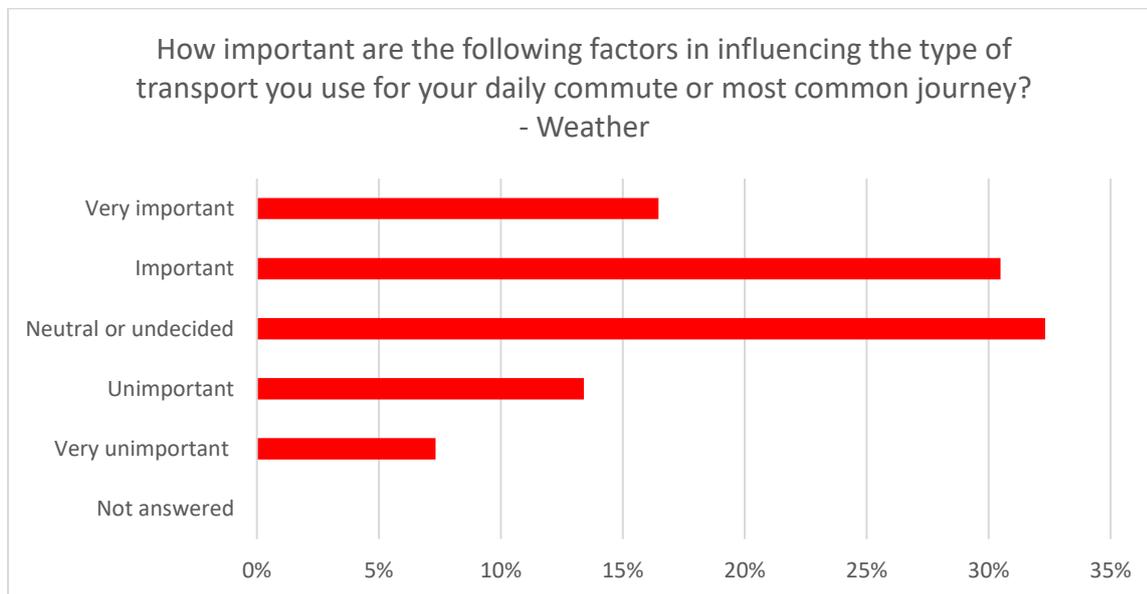


Figure 21: Graph showing results for "How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?" – Weather

Out of 164 responses, 86% indicated safety was important, 3% indicated safety was unimportant and 11% indicated they were neutral or undecided about the importance of safety.

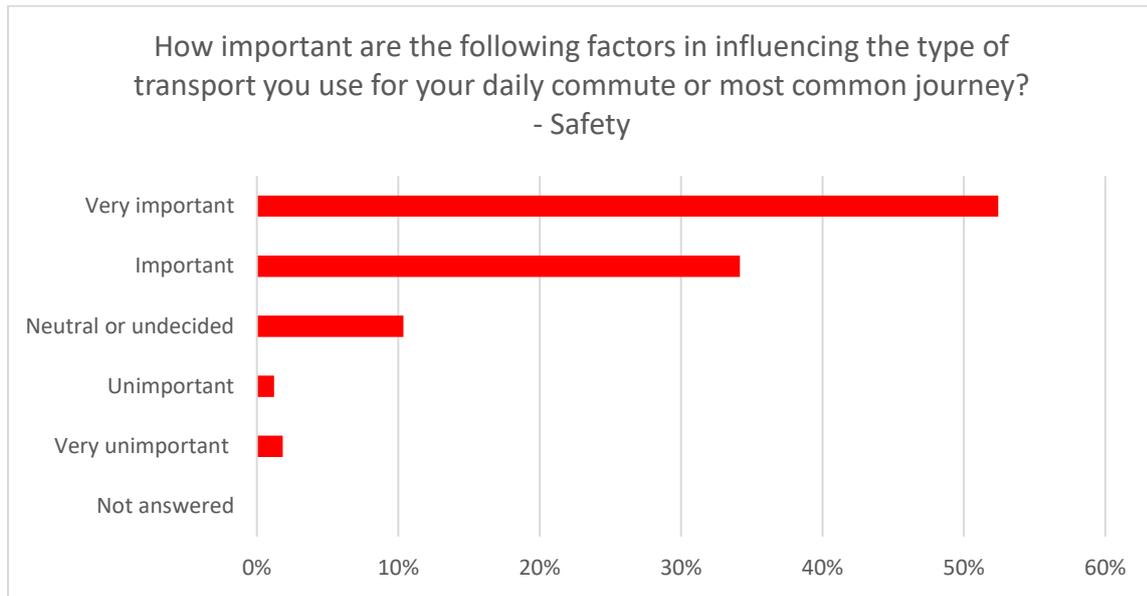


Figure 22: Graph showing results for "transport you use for your daily commute or most common journey?" - Safety

Out of 164 responses, 71% indicated the lack of viable alternatives was important, 10% indicated the lack of viable alternatives was unimportant and 19% indicated they were neutral or undecided about the lack of viable alternatives.

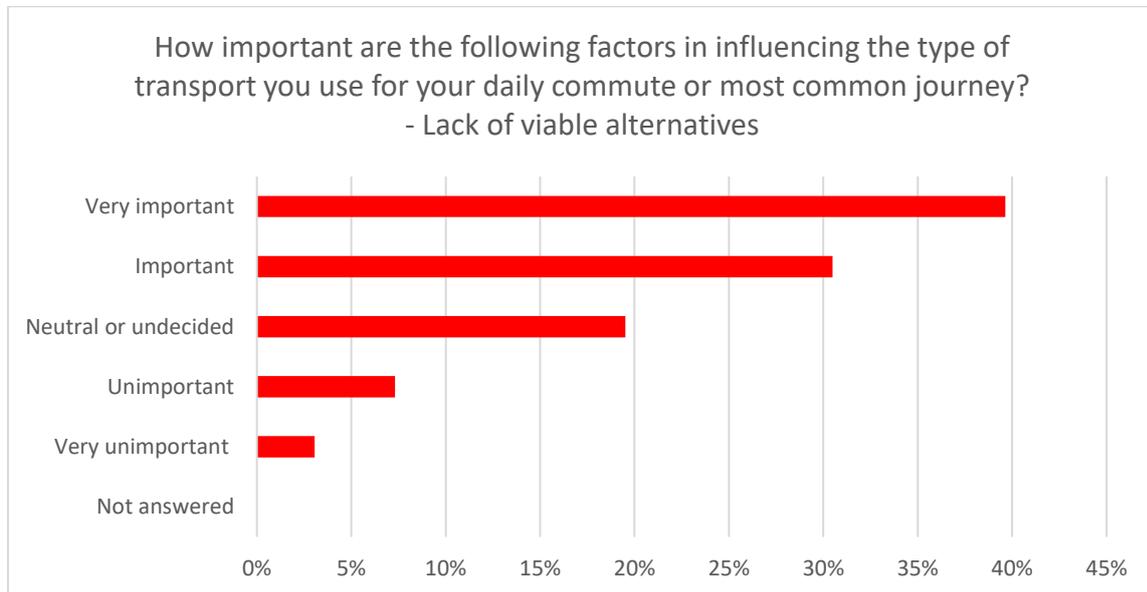


Figure 23: Graph showing the results for "How important are the following factors in influencing the type of transport you use for your daily commute or most common journey?" - Lack of viable alternatives

Question: What, if anything, would encourage you to take the bus as an alternative to driving? Please rank up to 3 (1 = what would encourage you the most)

For this question, respondents were asked to pick things that would encourage them to take the bus as an alternative to driving and to rank them from 1 to 3, with 1 being what would

encourage them the most. The options included cheaper tickets, increased number of services, more reliable services, more direct routes, other, bus stop closer to where I live/end destination, better quality and cleaner buses, improved bus priority measures (bus lanes, bus gates, priority at traffic lights), better information, improved access and egress from key junctions for buses and new facilities on the buses. The table below shows the overall ranking of the different options in descending order.

Option	Ranking
Cheaper ticket prices	1.05
Increased number of services	0.91
More reliable services	0.89
More direct routes	0.73
Other	0.41
Bus stop closer to where I live / end destination	0.38
Better quality and cleaner buses	0.30
Improved bus priority measures (bus lanes, bus gates, priority at traffic lights)	0.28
Better information, for example real time passenger information	0.24
Improved access and egress from key junctions for buses	0.08
New facilities on the bus e.g. wi-fi and charging points	0.01

Table 2: Table showing results for "What, if anything, would encourage you to take the bus as an alternative to driving?" in rank order

Cheaper ticket prices were included in 84 responses out of 164 and were ranked first for 20% of these responses. Increased number of services was included in 78 responses out of 164 and was ranked first for 10% of these responses. More reliable services were included in 73 responses out of 164 and were ranked first for 13% of these responses. More direct routes were included in 60 responses out of 164 and were ranked first for 13% of these responses. Bus stop closer to where I live / end destination was included in 27 responses out of 164 and was ranked first for 8% of these responses. Better quality and cleaner buses were included in 26 responses out of 164 and was ranked first for 5% of these responses. Improved bus priority measures were included in 22 responses out of 164 and were ranked first for 5% of these responses. Better quality and cleaner buses were included in 26 responses out of 164 and was ranked first for 5% of these responses. Better information, for example real time passenger information was included in 23 responses out of 164 and was ranked first for 3% of these responses. Improved access and egress from key junctions for buses was included in 8 responses out of 164 and was ranked first for 1% of these responses. New facilities on the bus, e.g. wi-fi and charging points, was included in 1 response out of 164 and was first for 0% of these responses. 25 responses out of 164

indicated a concern that was not part of the options given and these included route flexibility and safety/abusive passengers. A few respondents also noted that nothing would encourage them to take the bus.

Question: What, if anything, would encourage you to cycle as an alternative to driving? Please rank up to 3 (1 = what would encourage you the most)

For this question, respondents were asked to pick things that would encourage them to cycle as an alternative to driving and to rank them from 1 to 3, with 1 being what would encourage them the most. The options included more segregated routes, improved safety, security and lighting of routes, improved maintenance of routes, better connectivity/integration between existing routes, other, suitable changing/washing facilities at end destinations, adequate cycle parking at end destination, better connectivity to the town centre, better wayfinding / signage and free training to improve confidence. The below table shows the overall ranking of the different options in descending order.

Option	Ranking
More segregated routes	1.00
Improved safety, security and lighting of routes	0.86
Improved maintenance of routes	0.84
Other	0.52
Better connectivity / integration between existing routes	0.45
Suitable changing / washing facilities at end destinations	0.30
Adequate cycle parking at end destination	0.27
Better connectivity to the town centre	0.22
Better wayfinding / signage	0.07
Free training to improve confidence	0.01

Table 3: Table showing results for "If you regularly drive for short and medium distances (less than 5km), what would encourage you to cycle instead?" in rank order

More segregated routes were included in 66 responses out of 164 and were ranked first for 26% of these responses. Improved safety, security and lighting of routes were included in 69 responses out of 164 and were ranked first for 13% of these responses. Improved maintenance of routes was included in 67 responses out of 164 and was ranked first for 14% of these responses. Better connectivity / integration between existing routes was included in 20 responses out of 164 and was ranked first for 2% of these responses. Suitable changing / washing facilities at end destinations was included in 22 responses out of 164 and was ranked first for 6% of these responses. Adequate cycle parking at end destination was included in 30 responses out of 164 and was ranked first for 1% of these responses. Better connectivity to the town centre was included in 20 responses out of 164 and was ranked first for 2% of these responses. Better wayfinding / signage was included in 7 responses out of 164 and was ranked first for 1% of these responses. Free training to improve confidence was included in 2 responses out of 164 and was ranked first for none of these responses. 33

respondents to this question picked ‘other’. Those who picked this option specified that they would be encouraged to cycle as an alternative if there was improved bike security and better cycle lane prioritisation.

Question: What, if anything, would encourage you to walk as an alternative to driving? Please rank up to 3 (1 = what would encourage you the most)

For this question, respondents were asked to pick things that would encourage them to walk as an alternative to driving and to rank them from 1 to 3, with 1 being what would encourage them the most. The options included improved maintenance of footpaths, improved safety, security and lighting of footpaths, more segregated walking/cycling paths, other, more benches and resting facilities and better wayfinding/signage. The below table shows the overall ranking of the different options in descending order.

Option	Ranking
Improved maintenance of footpaths	1.48
Improved safety, security and lighting of footpaths	1.37
More segregated walking/cycling paths	1.01
Other	0.34
More benches and resting facilities	0.27
Better wayfinding / signage	0.24

Improved maintenance of footpaths was included in 109 responses out of 164 and was ranked first for 28% of these responses. Improved safety, security and lighting of footpaths was included in 106 responses out of 164 and was ranked first for 20% of these responses. More segregated walking/cycling paths were included in 80 responses out of 164 and were ranked first for 22% of these responses. More benches and resting facilities were included in 29 responses out of 164 and were ranked first for 2% of these responses. Better wayfinding/signage was included in 26 responses out of 164 and was ranked first for 2% of these responses. 25 responders to this question picked other. Those who picked this option specified that they would be encouraged to walk as an alternative for reasons such as an increase the number of public toilets and if the area was safe and well lit.

6 Responses to open questions

We have used quotes from responses to the open questions asked but they are being kept anonymous. We have removed/omitted any details which may identify an individual. Any other text removed will be due to relevance to the theme being discussed. Responses below will be as close to verbatim as possible to ensure clear and transparent reporting on stakeholder feedback. If a response is not used this does not mean that the feedback has not been considered. When appropriate, we have made clear if a particular comment was common among responses.

Question: Do you have any comments to make about the preferred option?

This question gave respondents an opportunity to raise any specific issues, concerns or comments about the preferred option that hadn't been covered in the closed questions. We have presented this report in relation to the most common and relevant themes given in responses. These include comments in support of the preferred option in addressing the air quality issue in the area, the impact the preferred option would have on cyclists and pedestrians, the effectiveness of the preferred options, the use of public funds, housing development and wider matters relating to the A127. Of the 164 responses received for the survey, 69% answered this question.

Support for preferred option

Some respondents expressed that they were supportive of the preferred option and the attempts being made to address the air quality issues in the area.

“Something has to be done to improve air quality in this area and the preferred option will bring forward the necessary improvements” #001

“Any changes that reduce exposure to air pollution have got to be good in the long run.” #101

“As a health commissioner we are supportive of improvements to the health of the population - looking at the proposal this may bring some improvements from the reduction of exposure to air pollution but on the face of it does little to reduce the overall volume of air pollution” #116

The preferred option also received praised for being simple and proportionate.

“It seems like a simple and sensible solution” #089

“It seems adequate with least disruption” #090

“This is a sensible, proportionate measure which we fully support.” #102

Cyclists and pedestrian usability

There were concerns from some respondents about the likely impact the preferred option would have on pedestrians and cyclists. They often cited increased pedestrian and cyclist travel time and questioned the practicality and safety of the proposed new pedestrian/cyclist route.

“... This option will result in people having to use more crossings to get to the same point and, as such, will introduce more risk to pedestrians/cyclists using the footway/cycleway.” #005

“When you are on a bike the offset central arrangement of the crossing is very awkward to navigate. You have to get off your bike and on again to as the turning circle is too tight to slalom / you have to share the limited pavement with pedestrians.” #058

Effectiveness of scheme

There were also comments from respondents expressing their concerns about the effectiveness of the scheme in addressing the air quality exceedances. Some believed that the scheme would not make a difference to the exposure of those using the route.

“Moving pedestrians and cyclists from one side of the road to the other will not materially reduce their exposure to air pollution. They would still be too close to the main road breathing in toxic fumes from heavy traffic.” #024

“I have walked along the existing route on several occasions. The new route will take me longer and make no appreciable difference to my exposure to traffic fumes.” #040

Some comments expressed the belief that the preferred option would, in fact, increase people’s exposure and have a negative impact on overall air quality in the area.

“Creating more light controlled crossings will surely produce more emissions and reduce air quality even further?” #014

“Looking at the plan, although you might take cyclists and pedestrians away from the central reservation where the levels are higher, surely the fact you will make them cross more crossings and hence increase the time they are at this busy junction will mean they will overall still be exposed as much, if not more, to pollution?” #015

Use of public funds

Some respondents expressed concerns about the use of public funds for the project and argued that the preferred option did not represent good value for money. A few examples of this can be seen in the comments below.

“It is a thoroughly pointless exercise and a terrible waste of money.” #040

“I feel that this seems to be a pointless exercise. It will cost a lot of money and not solve the problem.” #111

“What a waste of money - not only that you will add yet another set of traffic lights down East Mayne resulting in more stationary traffic and more air pollution.” #044

Traffic and congestion

A number of comments received for this question criticised the preferred option for not tackling the congestion and traffic issues in the area that are the cause for poor air quality in the area.

“Does nothing to reduce pollution from high levels of traffic.” #063

“The issue is the amount of traffic due to delivery vehicles and the industrial areas which are forever expanding.” #081

“As there is no impact with the level of traffic, I cannot see that this will have much of an impact on the level of pollution, only to slightly minimise the impact on cyclists.” #103

Linked to traffic and congestion, respondents cited the A127 and A132 as being key contributors to the air quality problem in the area.

“The only solution to reduced emissions is to lower the number of vehicles using this access to the A127. Make the Mayflower Retail Park/A127 junction accessible to both directions of the A127, taking some of the traffic away from East Mayne.” #003

Those who mentioned the A127 specifically also referenced the increase in population, citing that problems on the A127 would only get worse if it is not upgraded.

“The A127 is no longer fit for purpose in its current design and needs to be either widened or redesigned as it clearly cannot cope with the number of vehicles that use it on a daily basis.” #071

The link between traffic queues at the A132 East Mayne was also cited as a cause for the congestion at the junction and, by extension, the cause of air pollution.

“One of the main reasons for congestion at this junction is the fact that traffic queues up the A132 into Wickford, backing traffic up to the slip road from the Southend bound A127” #108

Question: Are there any other measures you think we should be exploring to improve air quality in the area more generally?

This question gave respondents an opportunity to inform us of any other measures they believed we should be exploring to improve air quality in the Basildon area. We have presented this report in relation to the most common and relevant themes given in responses. These include comments about suggested improvements to local infrastructure, sustainable transport improvements, development, environmental measures, financial sanctions and campaigns. Of the 164 responses received for the survey, 71% answered this question.

Local infrastructure

There were multiple comments about the need for improved infrastructure. This is consistent with the comments found in the previous question, specifically those comments mentioning the A127 and A132.

There were a small number of general comments about improving local infrastructure in the area due to increased growth, while others noted more specific infrastructure improvements. It is important to note that a number of these comments were not specifically related to improving air quality.

“Improve the existing roads and infrastructure to make travelling a smoother experience.” #011

Some respondents mentioned that the council should improve local infrastructure and specifically focus on ways to increase capacity on the A127.

“We urgently need the A127 capacity increased or a new road built from Southend to the M25.” #001

Other respondents made comments expressing a need for there to be improvements to the roundabout at the Nevendon Junction (north of East Mayne, connecting to the A127).

“That roundabout is poorly designed to vehicles. Since the extra lane was added to go around the roundabout it has caused more holdups as people never move over to the correct lane to exit and hence traffic builds up. Can you incorporate the same design as the Rayleigh Weir where the roundabout is guided around to push traffic over into the correct lane? This would then make traffic flow better and prevent more queues and hence reduce pollution. This would for me be a better spend of money on this particular junction.” #013

“Widen the A132 where it becomes a single lane carriageway between the A127 roundabout and the Nevendon Road roundabout. This is the cause of all the congestion on East Mayne. The road widening on East Mayne and the roundabout has had minimal effect because this bottleneck still exists. There are very few properties along the single lane section. Another lane (bi-directional) or even two could be added.” #062

Other comments specifically connected congestion and traffic issues to the A132 to Wickford and A127. The respondents called for improvements to be made on these two roads to address the issues.

“Fix the A132 into Wickford and make it into 2 lanes to Cranfield Park Road roundabout. All the congestion is caused by the merge from 2 to one lane and the pedestrian crossing near Cranfield Park roundabout.” #017

“Better access to the A127 and A13 so traffic is not funnelled to (effectively) just 4 exits. Consider bridges over the A127 to get traffic out from Basildon. Consider a dual carriageway into Wickford to ease the flow on the A132 to remove the standing and stop/start traffic blocking that route.” #045

There were also a few general comments calling for all roundabouts in Basildon to be reassessed.

“Explore options to reduce the number of roundabouts in Basildon. There is a very high number, all of which cause motorists to brake. Braking is a major contributor to air pollution as it reduces vehicle efficiency and causes more fuel to be burned. Many of the roundabouts have high hedges on the central reservation on the approach. This means there is no visibility of traffic as you approach the roundabout. This forces drivers to stop even when the way is clear. This defeats the purpose of a roundabout and again increases pollution due to unnecessary braking. It also increases the likelihood of accidents. Filter lanes to exit East Mayne might be more effective.” #062

“As I travel around the country, I see junctions like this with far larger roundabouts and this is clearly need here. If traffic moved through easily the problem would be significantly diminished and it would help local business as well as air quality for all.” #037

Sustainable transport improvements

Improvements to sustainable transport was also a prevalent theme for this question. Respondents suggested the council should look at improving existing sustainable transport services and facilities in the area, and behavioural change campaigns to encourage increased use of sustainable transport.

There were some general suggestions of improved bus services and routes.

“Improvements to bus routes could encourage more public transport usage, such as a bus directly from Pitsea to Wickford. I commute from Canvey and buses are not a viable option.” #035

“Improve bus routes, especially to Chelmsford from Basildon.” #051

“... Investing in more and greener buses i.e. more routes, later buses, and more across Basildon routes” #066

There were some calls for cheaper bus services.

“Actively encourage greener transport by making buses more affordable...” #092

Despite some suggestions regarding increasing bus services, there was also a comment requesting a reduction in the number of buses on the roads because they were seen to be contributors to the congestion problem in the area.

“We need to drastically reduce the number of bus vehicles using the town’s roads. One perfect example is Great Knightleys where there is a 8 and 8a bus service about every 6 minutes in each direction from about 05.30 to very late each day. These vehicles are for the most part carrying very few passengers so a reduction in bus numbers here would be an excellent start and would cost ABSOLUTELY NOTHING!” #069

Cyclist and pedestrian specific enhancements in East Mayne

Some respondents provided suggestions about how the scheme location in East Mayne could be designed to improve the usability of the route for cyclists and pedestrians. Ideas included footbridges, advanced stop lanes and increased

“What the junction really needs is advanced stop lines at each of the 6 sets of lights and on-road cycle lanes feeding into them, so that cyclists can safely join and get to the head of the traffic queue (in front and thus well away from the fume-emitting tailpipes) then be off and away and out of traffic's way when the 'traffic light grand prix' starts.” #012

“Perhaps a footpath or tunnel for pedestrians to cross the roundabout easier without queuing at the roundabout crossings. An additional path from perhaps the Sainsbury's car park joining to the Wickford side of the A127.” #035

“Keep vehicles moving by putting in a pedestrian bridge instead of moving the crossing. More expensive option, however both pedestrians and vehicles keep moving therefore reducing risk of exposure, as well as reduction in stop/starts of vehicles which exacerbates poor air quality.” #103

“AN UNDERPASS” #088

Environmental measures

There were also a number of suggestions relating to potential environmental measures to help mitigate the impact of poor air quality, specifically planting more trees.

“Environmental plantings.” #093

“Plant more trees and quickly.” #099

“Research of trees/greenery that are not damaged by pollution. More trees and greenery planted and cultivated to provide shade and protection.” #100

“...planting along East Mayne central reservation from Watermill Junction to Cranes Farm Junction is needed. This will help negate emissions from vehicles/businesses from the southern approach to this zone...” #034

“Yes, plant more trees and for the residents of the area. Plant and maintain the existing green area i.e. near Cricketers path.” #034

Public health campaign

There were also a small number of comments suggesting the need for a public health campaign to make people more aware of the health impacts of poor air quality and suggesting the need for societal change to achieve a slower pace of life and, therefore, limit the need for quick travel.

“Public health campaign about Cryptogenic organizing pneumonia and other lung diseases. So many people in Basildon have a terrible cough. Make the information easy to understand for everyone...” #051

“Encourage simpler local living, slower pace of life that in turn reduces our need to rush about in a car everywhere.” #096

Measures to address traffic issues

Another prevalent theme among the comments was suggested measures to specifically address the traffic issues in the area. Among these comments were calls to look into ways to ensure that the traffic was flowing more efficiently.

“Get the traffic free-flowing - we all know vehicles operate more efficiently when in motion...” #038

“Anything that helps to keep traffic moving. Adding traffic lights causes vehicles to be stationary and causes more pollution and worse air quality.” #050

“Addressing the traffic flows should be part of this but clearly reducing speeds to 50 mph has not achieved the desired outcome. This needs greater thought and investment.” #061

Some comments specifically mentioned traffic lights.

“Make the traffic lights on the roundabout peak time only to improve the flow and stop starting of traffic in the area. Make the turning in to Christopher Martin Road entry only from the east end, further reducing the need for traffic to stop in the area.” #055

“If the timing on the lights at Nevendon Interchange matched up there would not be as much traffic along East Mayne” #114

Financial sanctions

There were a small number of comments championing the idea of financial sanctions, such as implementing a charging clean air zone (CAZ).

“Charging polluting vehicles entering busy road sections (charging CAZ)” #020

“Tax on HGVS and delivery companies” #079

“...charge local business who create poor air quality i.e. the several waste businesses on Burnt Mills, car garages, factories etc” #007

7 Engagement

For this section we asked respondents three questions with the aim of gaining a better understanding of their experience of the engagement process and which communications channels were most effective.

Question: How did you hear about this survey?

For this question we outlined all of the primary channels we used to promote the engagement survey and asked respondents to indicate which one informed them about the survey.

Of the 164 responses to this question, 2% indicated they heard about the survey through a newspaper advert, 4% indicated they heard about the survey through a newspaper article, 43% indicated they heard about the survey through social media, 17% indicated they heard about the survey through an email newsletter, 1% indicated they heard about the survey through Together magazine, 2% indicated they heard about the survey through word of mouth, 12% indicated they heard about the survey through email, 10% indicated they heard about the survey online, 8% indicated that they heard about the survey through a letter and 1% indicated that they heard about the survey in another way. Those who picked ‘other’ indicated that they heard about the survey through an internal Essex County Council communication and information from the Road Haulage Association’s regional manager.

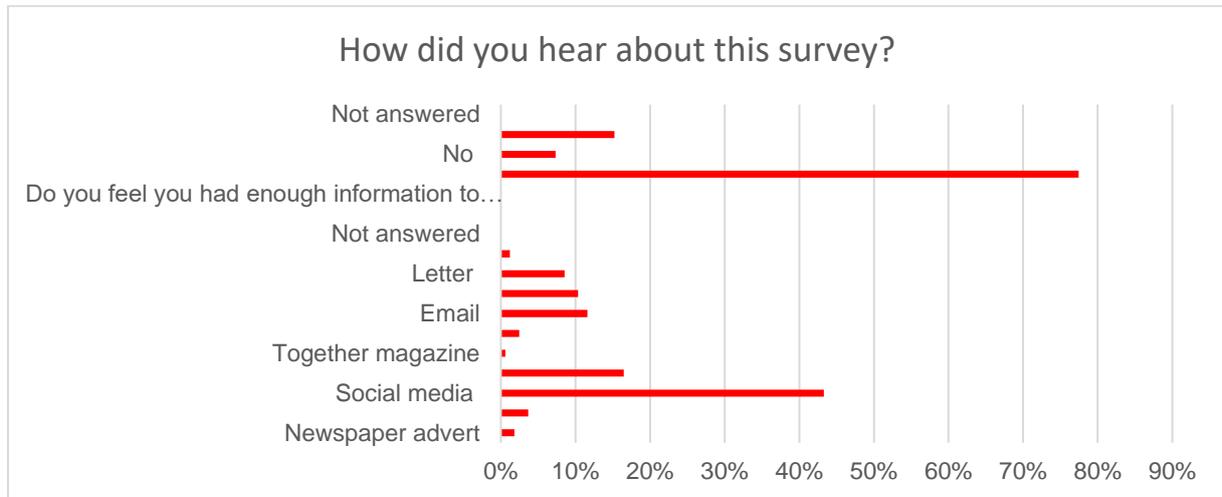


Figure 24: Graph showing results for the question "How did you hear about the survey?"

Question: Do you feel you had enough information to respond to this survey?

Of the 164 responses to this question, 77% stated that they felt they had enough information to respond to the survey. 7% indicated that they felt they did not have enough information to respond to the survey and the remaining 16% indicated that they were unsure.

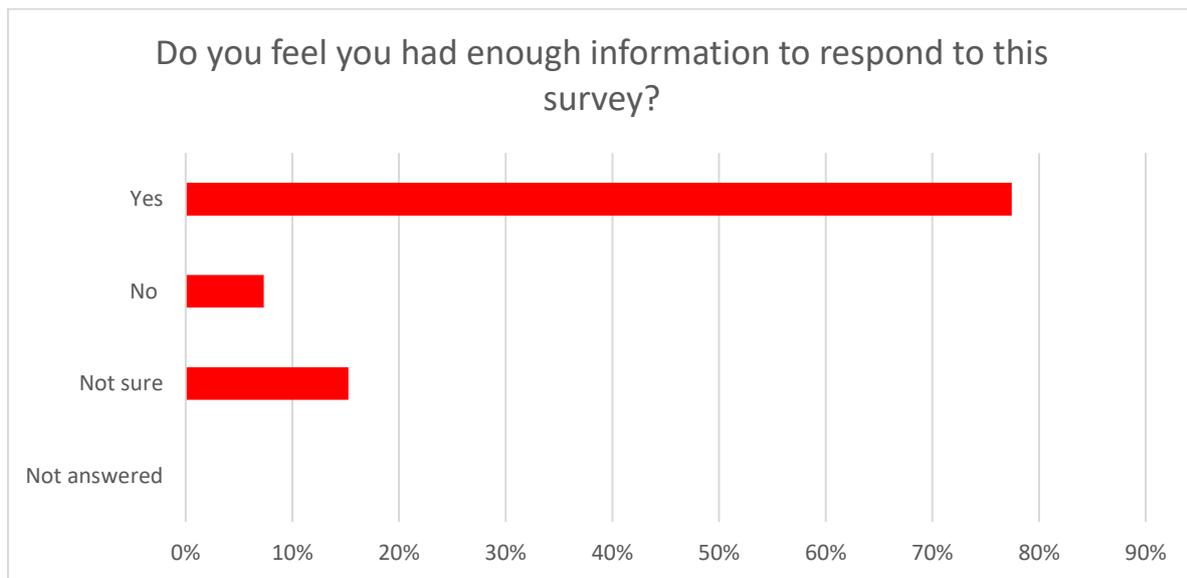


Figure 25: Graph showing results for question "Do you feel you had enough information to respond to this survey"

Question: How helpful was the information we provided to you as part of this public engagement?

Of the 164 responses to this question, 72% indicated that the information we provided as part of the engagement was helpful. 5% indicated that the information we provided as part of the engagement was not helpful. Lastly, 23% indicated that the information we provided as part of the engagement was neither helpful not unhelpful.

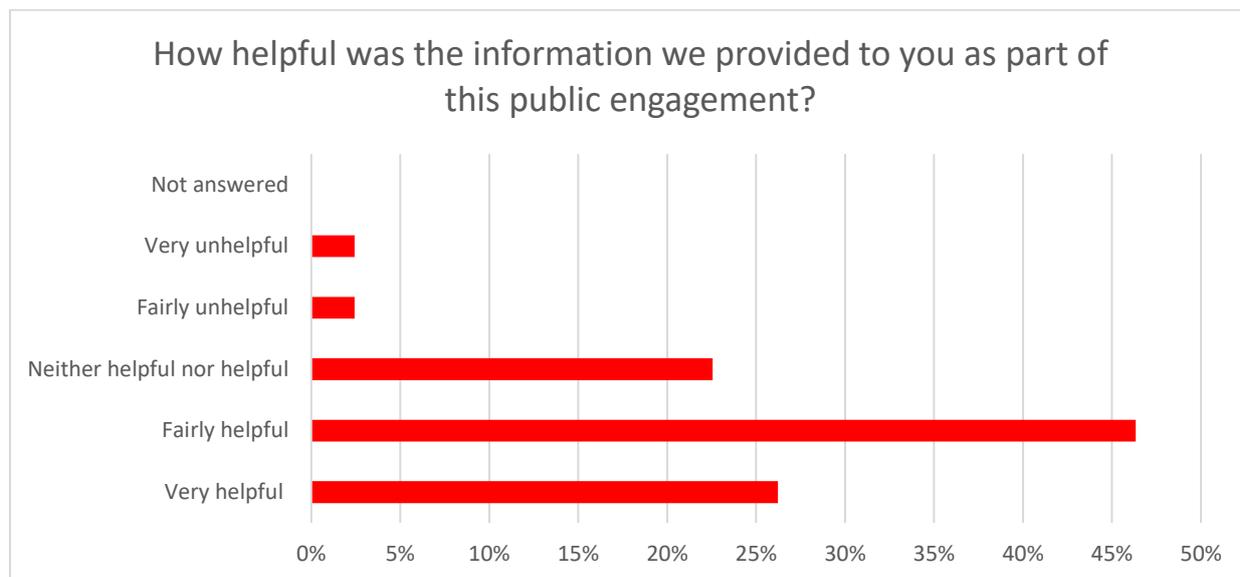


Figure 26: Graph showing results for the question "How helpful was the information we provided to you as part of this public engagement?"

8 Demographics

We asked respondents to provide demographic information, although this was not mandatory. The charts below summarise those responses where this information was provided. Data captured included age, gender, ethnicity, disability questions and carer responsibilities.

Age

6% of respondents preferred not to state their age or did not answer the question. Where respondents provided this information, 1% indicated they were between 18-24, 9% indicated that they were between 25-34, 22% indicated that they were between 35-44, 24% indicated that they were between 45-54, 24% indicated that they were between 55-64 and 14% indicated that they were 65+.

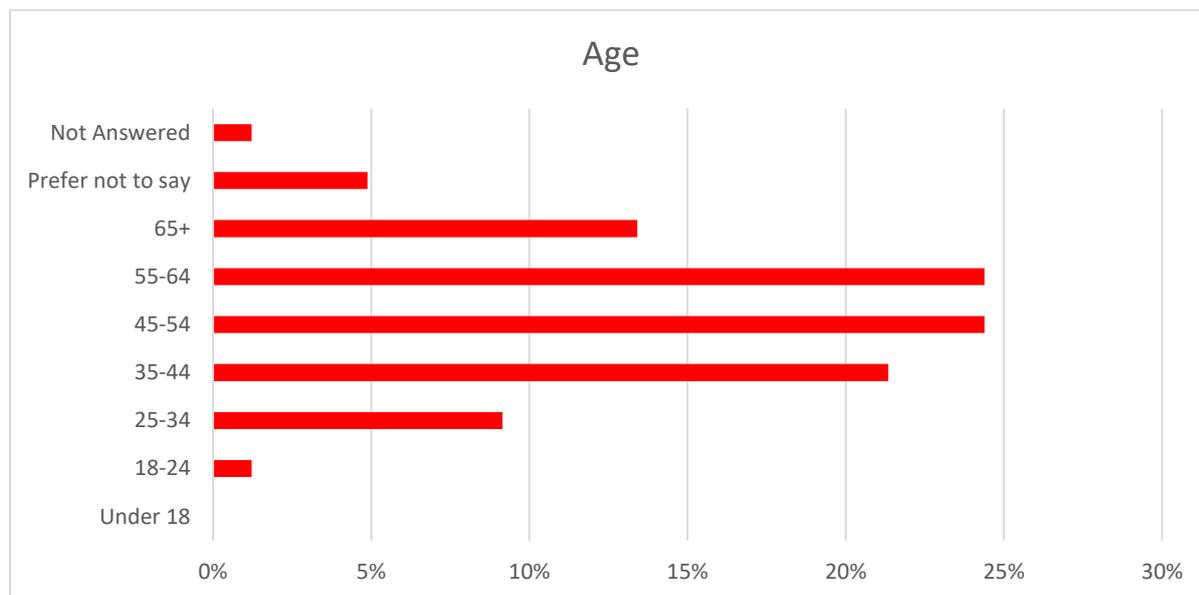


Figure 27: Demographics: Age

Gender

Of those that provided information, the majority identified as male (55%) and 37% identified as female. 1% of respondents identified as Other. 5% preferred not to say and the final 1% did not answer the question.

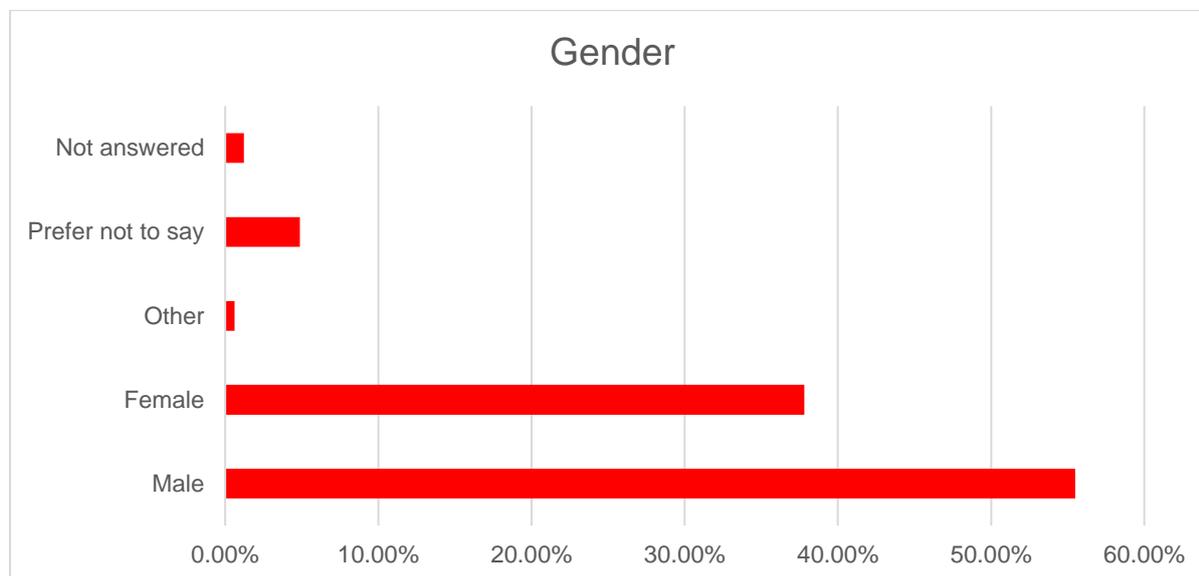


Figure 28: Demographics: Gender

Disability

Sensory impairment

The majority of respondents stated that they did not have a sensory impairment (91%), 4% identified as having a sensory impairment and 6% preferred not to say or did not answer this question.

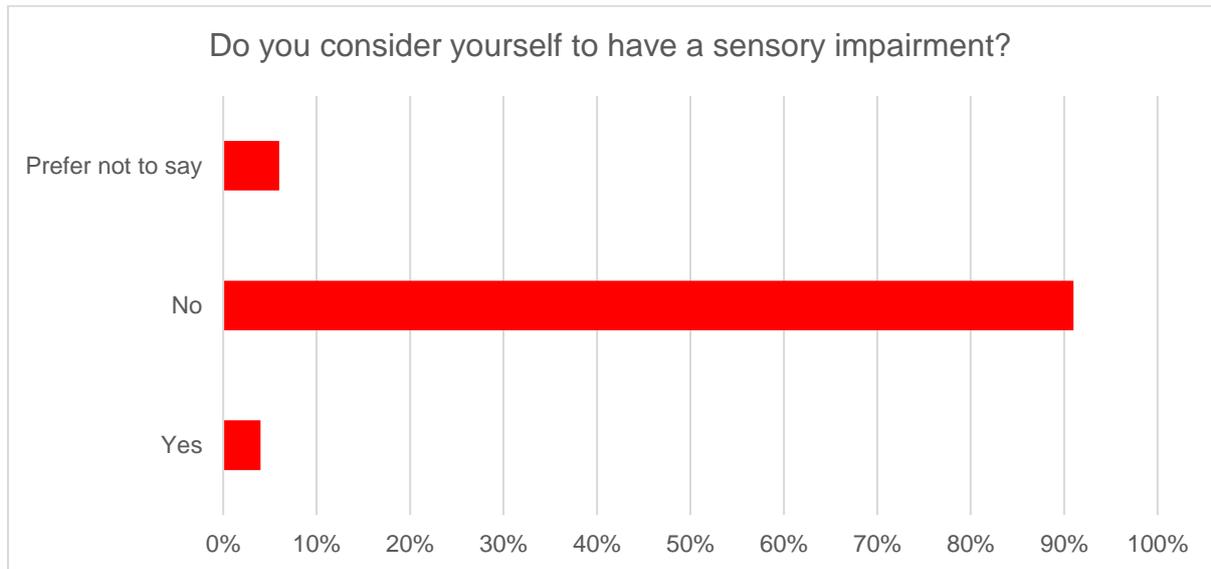


Figure 29: Demographics: Sensory Impairment

Physical impairment

9% of respondents identified as having a physical impairment. 85% stated that they did not consider themselves to have a physical impairment and 6% preferred not to say or did not answer the question.

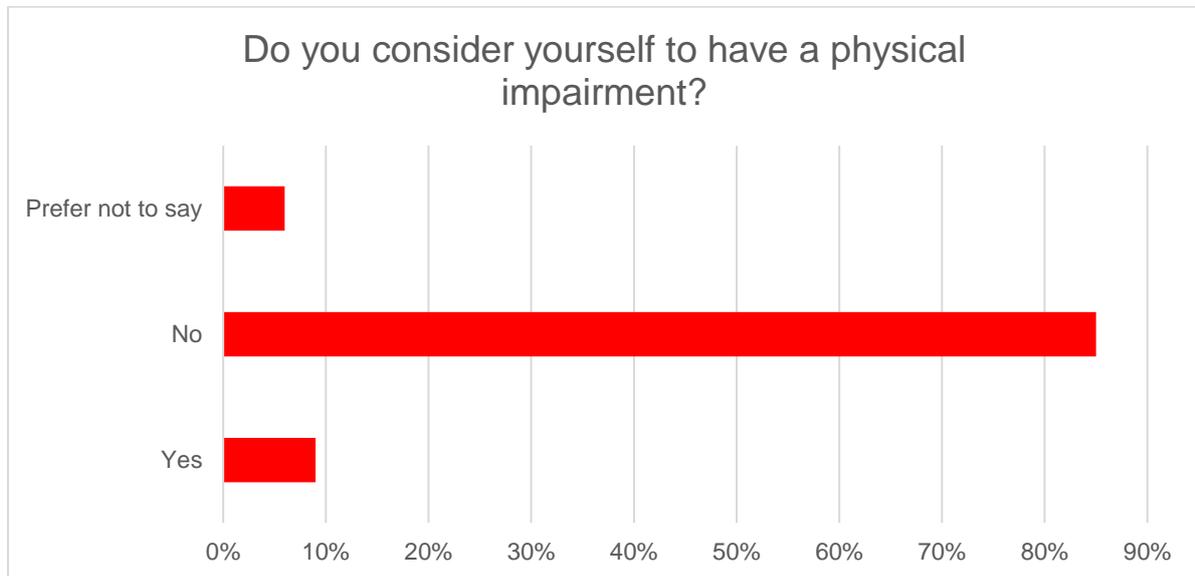


Figure 30: Demographics: Physical Impairment

Learning Difficulties

3% of respondents identified as having learning difficulties. 93% stated that they did not consider themselves to have learning difficulties and 4% preferred not to say or did not answer the question.

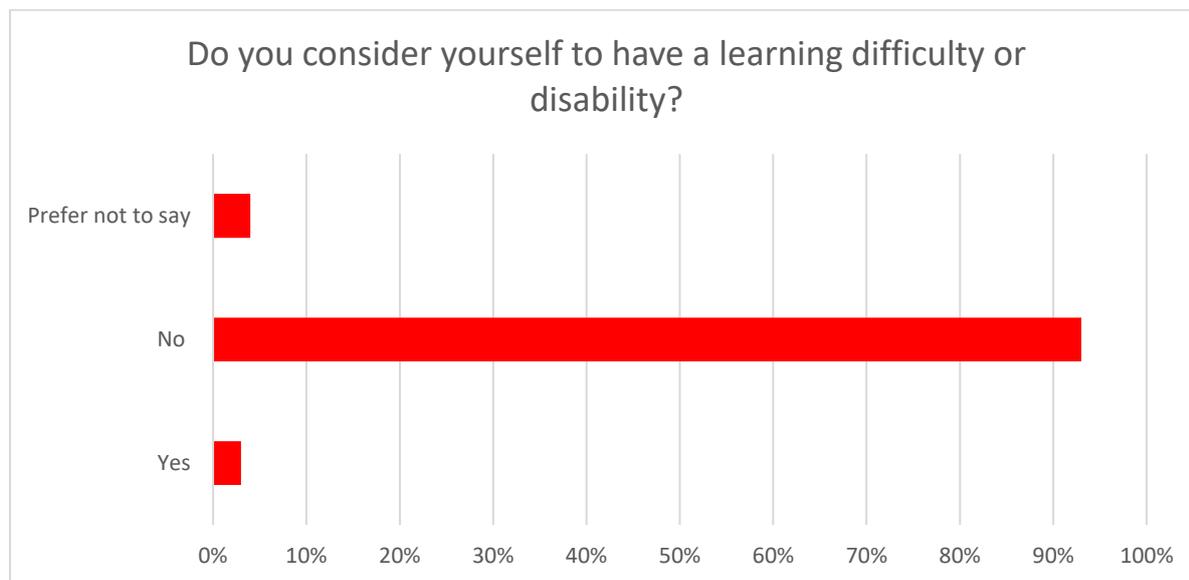


Figure 31: Graph results for the question "Do you consider yourself to have a learning difficulty or disability?"

Carer responsibilities

13% of respondents identified themselves as having carer responsibilities, 79% stated that they do not have carer responsibilities and 8% preferred not to say or did not answer the question.

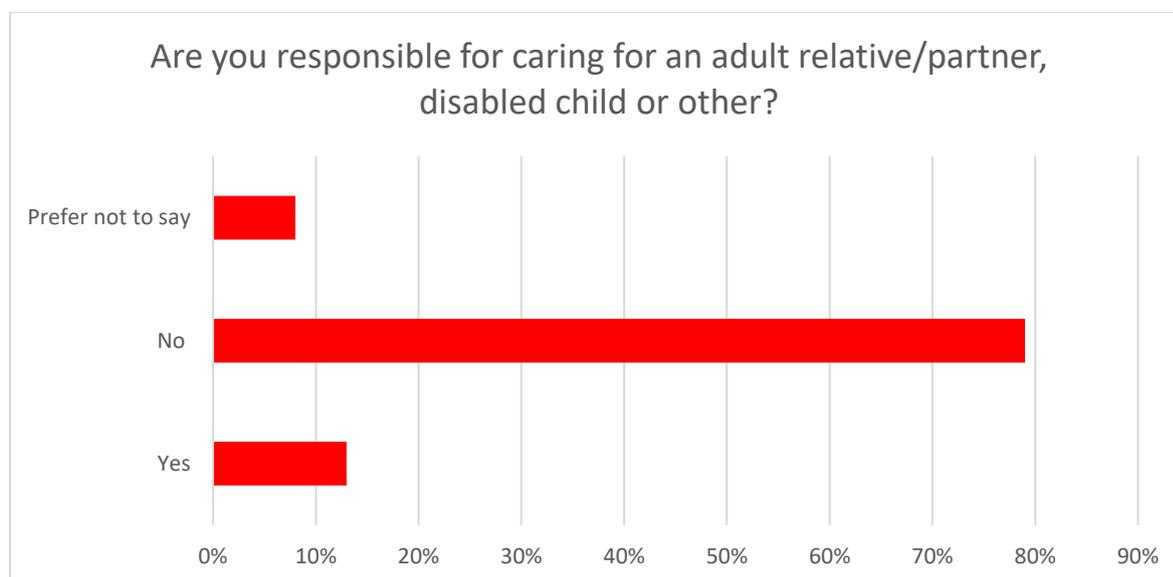


Figure 32: Demographics: Carer responsibilities

Ethnicity

Of the total 164 respondents who answered this survey, 161 gave information pertaining to their ethnicity. Of those that indicated their ethnicity, 91% identified as White, including British, English, Welsh, Scottish, Northern Irish and Irish. 1% identified as White other. 1% of

respondents to this question identified as Black, specifically Black African, and another 1% identified as mixed/multiple ethnic groups. None of the respondents to this question identified as Asian or Asian British. 6% of respondents indicated that they would prefer not to state their ethnicity.

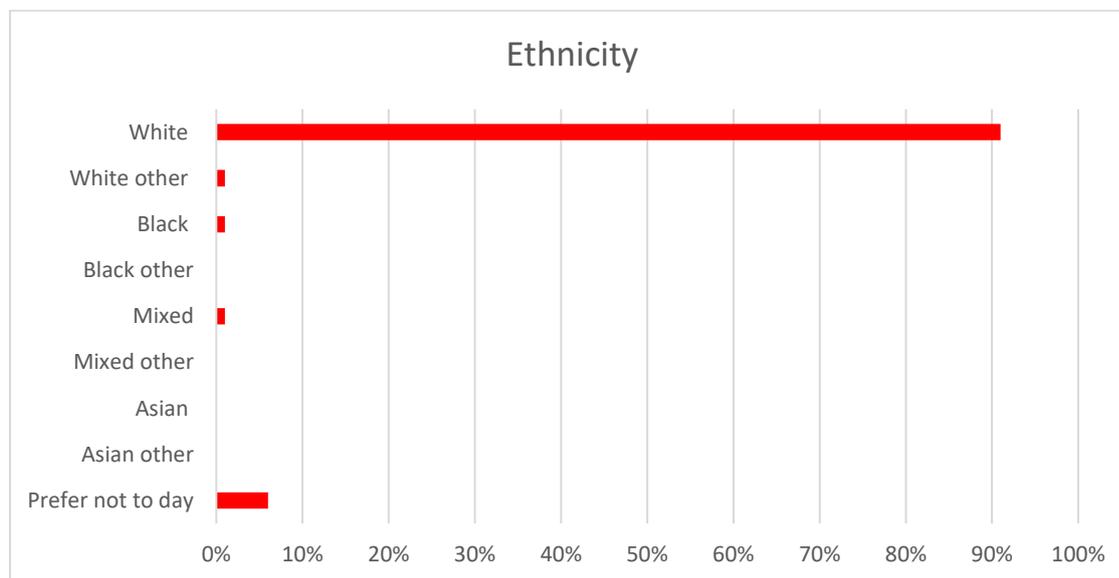


Figure 33: Demographics: Ethnicity

9 Conclusion

The public engagement survey yielded some important insights into people’s general thoughts on air quality in Basildon, the barriers to using more sustainable modes of transport and, crucially, their views on our preferred option for addressing the air quality exceedances in East Mayne.

The engagement survey showed that the majority of people acknowledge that tackling areas of poor air quality in Basildon is an important issue, with high numbers of respondents also stating that they are concerned about the health impacts, as well as the effects on the environment and the economy. Furthermore, air pollution was ranked as the impact of traffic congestion that was of most concern to respondents, followed by longer journey times and road safety.

While there was not complete support for the preferred option, 63% of those who responded to the survey said that, given the need to bring air quality in East Mayne to legal levels in the shortest possible time, they were either in support of the proposals (very supportive or supportive) or neutral (40% very supportive/supportive and 23% neutral). 37% described themselves as opposed (very opposed or opposed) to the preferred option.

In addition, 52% of respondents indicated they thought the preferred option would have an impact in reducing people’s exposure to air pollution (4% very significant impact, 18% significant impact, 29% some impact), while 46% said they thought it would have no significant impact and 2% did not know.

As well as the quantitative data captured as part of the survey, we also received qualitative feedback. Notably this included concerns about the less direct route, increased journey times and additional crossing points for cyclists and pedestrians travelling from the east side

of East Mayne to the Nevendon Junction to the north, as well as the potential implications on traffic flow in the area and congestion. We recognise that our proposals would cause some inconvenience to pedestrians and cyclists and increase their journey times, but, crucially, the scheme would reduce people's exposure to air pollution in the worst affected section of the central reservation. We are also continuing to look at ways we could enhance the scheme during the detailed design process to achieve greater separation of cyclists from pedestrians and traffic, if and where possible.

It is also acknowledged that the priority of keeping traffic moving on East Mayne would be balanced with a slight increase in queues on Christopher Martin Road, because of the introduction of a new crossing. However, traffic queues would be regularly monitored as part of our air quality monitoring plan and there would be regular opportunity to review signal timings and respond to any excessive queuing or delay, which, ultimately, should further contribute to air quality improvements.

We are using the valuable data and feedback collected as part of the public engagement survey to help inform our outline business case for the scheme and the decision-making processes involved in progressing the project. It also enables us to identify potential issues and concerns, which are being considered as the proposals go through detailed design and further development. The public will have an additional opportunity to comment as part of the statutory public notice period in early 2021.

Appendix A - Public Engagement Survey

Section 1

Personal information

Title:

First Name

Surname

Postcode:

Email Address:

Please tick this box if you are happy to be contacted about the Basildon Air Quality Project in the future

Which of the following best describes you?

- Someone who lives in Basildon
- Someone who works in Basildon
- Someone who visits Basildon
- Someone responding on behalf of a business or organisation based in Basildon.
- Someone responding on behalf of a business or organisation based outside Basildon but which travels or operates in the area
- Another interested party

If you are responding on behalf of a business or organisation, what is the name of that business or organisation:

If you are responding on behalf of a business or organisation, which of the following best describe the organisation you are representing:

- Public sector or civil service
- Government organisation
- Small and medium sized enterprises (SMEs), retailer, trader or service provider
- Bus organisation or operative
- Taxi or private hire operator
- Taxi or private hire driver
- Freight and haulage organisation
- Campaign or charity group
- Healthcare
- Industry or manufacturing
- Educational or academic institution
- Environmental
- Trade organisation
- Other, please specify:

If you are responding on behalf of a business or organisation, please tick this box to confirm you have permission to do so

Section 2

Air quality

How would you describe air quality in Basildon at present?

- Very good
- Fairly good
- Neither good nor poor
- Fairly poor
- Very poor

Do you believe that tackling areas of poor air quality in Basildon is an important issue?

- Yes
- No
- Don't know

How concerned are you about the impacts of poor air quality on the health of you, your family and friends?

- Very concerned
- Fairly concerned
- Neither concerned nor unconcerned
- Fairly unconcerned
- Very unconcerned

How concerned are you about the impacts of poor air quality on the economy?

- Very concerned
- Fairly concerned
- Neither concerned nor unconcerned
- Fairly unconcerned
- Very unconcerned

How concerned are you about the impacts of poor air quality on the environment?

- Very concerned
- Fairly concerned
- Neither concerned nor unconcerned
- Fairly unconcerned
- Very unconcerned

Section 3

Preferred option

What impact do you think our preferred option (the relocation of pedestrian/cyclist crossings in East Mayne) would have in reducing people's exposure to air pollution?

- | | |
|--|--|
| <input type="checkbox"/> A very significant impact | <input type="checkbox"/> No significant impact |
| <input type="checkbox"/> A significant impact | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Some impact | |

What impact do you think the preferred option (the relocation of pedestrian/cyclist crossings in East Mayne) would have on residents and visitors?

- | | |
|---|--|
| <input type="checkbox"/> Very positive | <input type="checkbox"/> Fairly negative |
| <input type="checkbox"/> Fairly positive | <input type="checkbox"/> Very negative |
| <input type="checkbox"/> Neither positive or negative | |

What impact do you think the preferred option (the relocation of pedestrian/cyclist crossings in East Mayne) would have on local businesses?

- | | |
|---|--|
| <input type="checkbox"/> Very positive | <input type="checkbox"/> Fairly negative |
| <input type="checkbox"/> Fairly positive | <input type="checkbox"/> Very negative |
| <input type="checkbox"/> Neither positive or negative | |

What impact do you think the preferred option (the relocation of pedestrian/cyclist crossings in East Mayne) would generally have on the routes of those using the crossing points?

- | | |
|---|--|
| <input type="checkbox"/> Significant longer | <input type="checkbox"/> Shorter |
| <input type="checkbox"/> Longer | <input type="checkbox"/> Significant shorter |
| <input type="checkbox"/> No difference | |

Given the need to bring air quality in East Mayne to legal levels in the shortest possible time, how would you best describe your views about the preferred option (the relocation of pedestrian/cyclist crossings in East Mayne)?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Very supportive | <input type="checkbox"/> Opposed |
| <input type="checkbox"/> Supportive | <input type="checkbox"/> Very opposed |
| <input type="checkbox"/> Neutral | |

Do you have any comments to make about the preferred option?

Are there any other measures you think we should be exploring to improve air quality in the area more generally?

What, if anything, would encourage you to take the bus as an alternative to driving? (Please rank up to three. 1 = what would encourage you the most)

- Cheaper ticket prices
- Increased number of services
- More reliable services
- Improved bus priority measures (bus lanes, bus gates, priority at traffic lights)
- Better information, for example real time passenger information
- More direct routes
- Bus stop closer to where I live / end destination
- Better quality and cleaner buses
- New facilities on the bus e.g. wi-fi and charging point
- Improved access and egress from key junctions for buses
- Other, please specify:

What, if anything, would encourage you to cycle as an alternative to driving? (Please rank up to three. 1 = what would encourage you the most)

- More segregated routes
- Better connectivity / integration between existing routes
- Suitable changing / washing facilities at end destinations
- Better connectivity to the town centre
- Improved safety, security and lighting of routes
- Better wayfinding / signage
- Adequate cycle parking at end destination
- Improved maintenance of routes
- Free training to improve confidence
- Other, please specify:

What, if anything, would encourage you to walk as an alternative to driving? (Please rank up to three. 1 = what would encourage you the most)

- More segregated walking / cycling paths
- Better wayfinding / signage
- Improved maintenance of footpaths
- Improved safety, security and lighting of footpaths
- More benches and resting facilities
- Other, please specify:

Section 5

Engagement

How did you hear about this survey?

- | | |
|--|---|
| <input type="checkbox"/> Newspaper advert | <input type="checkbox"/> Email |
| <input type="checkbox"/> Newspaper article | <input type="checkbox"/> Online |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Letter |
| <input type="checkbox"/> Email newsletter | <input type="checkbox"/> Other, please specify: |
| <input type="checkbox"/> Together magazine | |
| <input type="checkbox"/> Word of mouth | |

Did you feel you had enough information to respond to this survey?

- Yes No Not sure

How helpful was the information we provided to you as part of this public engagement?

- Very helpful
 Fairly helpful
 Neither helpful nor unhelpful
 Fairly unhelpful
 Very unhelpful

Section 6

Demographic questions

In order to ensure the continued development of our Diversity and Equality practices, you are 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.

Gender

- | | |
|---------------------------------|--|
| <input type="checkbox"/> Female | <input type="checkbox"/> Non-binary |
| <input type="checkbox"/> Male | <input type="checkbox"/> Prefer not to say |

Age

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 55-64 |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 65+ |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> Prefer not to say |

Do you consider yourself to have a physical impairment?

- Yes No Prefer not to say

Do you consider yourself to have a sensory impairment?

- Yes No Prefer not to say

26

Do you consider yourself to have a learning difficulty or disability?

- Yes No Prefer not to say

Are you responsible for caring for an adult relative/partner, disabled child or other?

- Yes No Prefer not to say

Ethnicity

White

- British, English, Welsh, Scottish, Northern Irish
 Irish
 Gypsy / Roma
 Traveller of Irish Heritage
 Any other White background, please specify

Black/African/Caribbean, Black British

- Caribbean
 African
 Any other Black background, please specify

Mixed/multiple ethnic groups

- White and Black African
 White and Black Caribbean
 White and Asian
 Any other Mixed background, please specify:

Asian or Asian British

- Indian
 Pakistani
 Bangladeshi
 Chinese
 Any other Asian background, please specify:

Other answers

- Not Known
 Prefer not to say
 Any other background, please specify

Appendix B – Public Engagement Brochure



Safer, greener, healthier



The public engagement brochure is available in full [online](#).

Appendix C – together Magazine Article

Residents and businesses in Basildon are being encouraged to have their say on air quality and a proposed pedestrian and cyclist crossing scheme which is expected to avoid the need for a charging clean air zone.

A stretch of the A127 in Basildon and two areas to the south of it, notably in East Mayne, were identified as exceeding legal limits for nitrogen dioxide – a harmful gas caused by vehicle emissions.

The Government directed Essex County Council and Basildon Borough Council to improve air quality on the A127 as quickly as possible and a new 50mph speed limit was introduced earlier this year. Further work has since been taking place to establish what measures would be needed to bring air quality in East Mayne within legal levels as soon as possible.

The councils were instructed to assess the likely effectiveness of a potential charging clean air zone, which would have seen drivers of certain more polluting vehicles charged for driving within a designated zone. Both councils are strongly opposed to the idea and have been carrying out extensive work to identify and assess possible alternatives. As a result, a scheme to relocate shared pedestrian and cyclist crossings in East Mayne has now been identified as a preferred option.

The proposals would reduce people's exposure to poor air quality, while complementing wider initiatives to encourage a shift to cleaner travel in Basildon.

Improving poor air quality and reducing exposure to it will mean more people, especially children, live safer, greener and healthier lives.

Find out more about the proposals and access the online Basildon air quality survey via www.essex.gov.uk/airquality
The survey closes on Sunday, 13 December.

New road crossings planned as alternative to charging clean air zone

We can all play our part in improving the air we breathe by swapping some of our journeys to walking, cycling or public transport, especially for shorter trips.

The Stop.Swap.GO! campaign is making getting around Essex by bus, bike or on foot easier and more rewarding than ever before.

Find out more at www.stopswapgo.co.uk

Stop. Swap. GO!

SAFER, GREENER, HEALTHIER

22 winter 2020

The winter 2020 edition of together magazine is available to [view online](#).

Appendix D – email newsletter content

Basildon for Business

No charging clean air zone for Basildon in new proposals

A scheme to relocate shared pedestrian and cyclist crossings in East Mayne could put a stop to plans for a charging clean air zone in Basildon.

Basildon Council Leader Gavin Callaghan has been lobbying government Ministers over the last 18 months to ask them to reconsider their position on imposing a charging clean air zone.

Instead, a scheme has been developed to relocate shared pedestrian and cyclist crossings in East Mayne, reducing people's exposure to poor air quality at the roadside.

[Read more here](#)

You can have your say on plans to tackle roadside air pollution in Basildon by completing the Basildon Air Quality survey by Sunday 13 December.

[Complete the survey](#)

Your Essex

Have your say on plans to improve air quality in Basildon

Air pollution, mainly caused by vehicles on the roads, is having a harmful effect on our health.

Have your say on our [proposals to tackle the issue in Basildon](#) and the wider efforts to encourage cleaner travel by completing our online survey.

Improving poor air quality and reducing our exposure to it will mean more people live safer, greener and healthier lives.



Basildon Council news and information

Clean air consultation - have your say



A stretch of the A127 and two areas to the south of it, notably in East Mayne, have been identified as exceeding legal limits for nitrogen dioxide – a harmful gas caused by vehicle emissions.

Having previously been directed by Government to assess a potential charging clean air zone, we are pleased to have identified what we believe would be a more proportionate solution.

Our preferred option would reduce exposure to poor air quality at the roadside by relocating existing pedestrian and cyclist crossings in East Mayne to create an alternative route. This would also complement wider initiatives to encourage a shift to cleaner travel across the borough.

Don't forget to have your say on plans to tackle roadside air pollution in Basildon by completing the Basildon Air Quality Survey by December 13.

[Complete the survey here](#)

Appendix E – Press releases

NewsRelease

13 November 2020

PR 7202

Crossings scheme should avoid the need for charging clean air zone

Residents and businesses in Basildon are being encouraged to have their say on air quality and a proposed pedestrian and cyclist crossing scheme which would help protect people from air pollution and is expected to avoid the need for a charging clean air zone.

Essex County Council and Basildon Borough Council are strongly opposed to a charging zone, which they say would disproportionately hit businesses.

Instead, a scheme has been developed to relocate shared pedestrian and cyclist crossings in East Mayne, reducing people's exposure to poor air quality at the roadside.

Cllr Kevin Bentley, Deputy Leader of Essex County Council and Cabinet Member for Infrastructure, said: "We know that there is significant concern about a potential charging clean air zone in Basildon and are determined to ensure any scheme is not only going to be effective, but also proportionate, particularly given the continued impact of COVID-19.

"I am delighted that we have now found a much more balanced solution which would have no significant impact on residents or businesses but would reduce people's exposure to air pollution and achieve compliance with legal air quality levels."

A stretch of the A127 in Basildon and two areas to the south of it, notably in East Mayne, have been identified as exceeding legal limits for nitrogen dioxide – a harmful gas caused by vehicle emissions.

The Government directed Essex County Council and Basildon Borough Council to improve air quality on the A127 as quickly as possible and a new 50mph speed limit was introduced earlier this year. However, further work was needed to establish what measures were also needed to bring air quality in East Mayne within legal levels as soon as possible.

The councils were instructed to assess the likely effectiveness of a potential charging clean air zone, which would have seen drivers of certain more polluting vehicles charged for driving within a designated zone. Both councils strongly opposed the idea and carried out extensive work to identify and assess possible alternatives.

As a result, the crossings scheme in East Mayne has now been identified as a preferred option. The proposals, which are subject to Government approval, would reduce people's exposure to poor air quality while also complementing wider initiatives to encourage a shift to cleaner travel throughout Basildon.

Cllr Bentley added: "Improving poor air quality and reducing our exposure to it will mean more people, especially children, live safer, greener and healthier lives.

"This public engagement is an opportunity for us to tell you more about the project, share our proposals and for you to let us know what you think as we continue our journey to cleaner travel in Basildon."

To find out more about the proposals and access the Basildon Air Quality survey, please visit essex.gov.uk/airquality. Printed copies of the survey and accompanying public engagement brochure are available on request by emailing airqualityproject@essexhighways.org.

The survey closes at 11.59pm on Sunday, 13 December.

NewsRelease

02 December 2020

PR 7228

Road crossings latest part of plans to encourage safer, greener and healthier travel in Basildon

Residents and businesses in Basildon are being reminded to have their say on a proposed pedestrian and cyclist crossing scheme which would reduce people's exposure to roadside pollution and complement wider initiatives to improve air quality in the area.

The proposals involve relocating shared crossings in East Mayne away from the central reservation, where roadside air quality has been identified as exceeding legal limits for nitrogen dioxide – a harmful gas caused by vehicle emissions.

Essex County Council and Basildon Borough Council have selected the scheme as a preferred option, having previously been directed by Government to assess the likely effectiveness of a charging clean air zone, which would have seen drivers of certain more polluting vehicles charged for driving within a designated zone.

Both councils strongly oppose the idea and are now proposing the crossing scheme, which would bring air quality to within legal levels in 2022.

In addition to the project, a number of other separate initiatives have been developed and will help encourage a general shift to cleaner travel and improve air quality throughout Basildon. These include:

- A new 50mph speed limit on a stretch of the A127 to reduce vehicle emissions
- The installation of new electric vehicle charging points across the borough, including some specifically for taxis and private hire vehicles
- Cycle route improvements, notably along Upper Mayne and Cranes Farm Road
- Funding for bus operators to reduce emissions from buses using the A127 corridor
- A collection of sustainable transport measures as part of the Basildon Integrated Transport Package, including cycling and bus improvements.

An e-scooter trial is also planned to launch in Basildon shortly and Government funding has been secured from the Emergency Active Travel Fund for the first part of a long-term plan to create an improved cycle link between Wickford and Basildon, which will eventually enhance the whole cycle and walking network across the Basildon borough.

Cllr Kevin Bentley, Deputy Leader of Essex County Council and Cabinet Member for Infrastructure, said: "Improving poor air quality and reducing our exposure to it will mean more people live safer, greener and healthier lives.

"This project is a difficult balancing act but doing nothing is not an option and we must address the air quality exceedances in Basildon as soon as possible, as required by law. We believe our proposals represent the most proportionate way of doing that, while recognising that they would cause some inconvenience to cyclists and pedestrians.

"We have also been working on a variety of other projects and initiatives in Basildon to encourage people to think differently about how they travel and help improve air quality, including cycle route improvements, an upcoming e-scooter trial and a series of planned sustainable transport improvements in Wickford.

"Amid all the challenges and negative impacts of Coronavirus, the pandemic has also provided the catalyst to make some positive changes, including the way we travel. Together, we now have an exciting opportunity to create a sustainable transport legacy and be part of the journey to cleaner travel in Basildon."

To access the Basildon Air Quality Survey and find out more about the proposals for East Mayne and other related projects, please visit essex.gov.uk/airquality.

The survey closes at 11.59pm on Sunday, 13 December.

Appendix F – Newspaper adverts

www.essex-news.co.uk Friday November 20, 2020 Echo 7

Manager speaks as couple launch racist foul-mouthed tirade after refusing to wear mask

Probe as park cafe staff abused in face cover row

By KLOE HACKETT

A MAN and a woman racially abused a cafe worker in a three-week-old row when they were challenged for not wearing a face mask.

The pair also pushed a table towards the manager during the incident at Priory Park Cafe.

Cheryl, 40, of Hooking, Ave 10, in Southend, says she was abused by one of the pair at the time she was out.

Police are now investigating, and are appealing for witnesses to come forward, following the incident on November 10, at 11.30pm.

The couple entered the cafe without face masks and when asked to wear one, they began shouting and swearing, and the woman pushed a table towards the victim.

We were just trying to help after they asked for the waiter for the dog but I told them to wait outside because they didn't have masks on.

Joan said: "We were just trying to help after they asked for the waiter for the dog but I told them to wait outside because they didn't have masks on. They then started abusing me and saying we were racist. I asked a white man to tell them to go. They then came in the cafe and I was grabbed by one of them. They grabbed me and threw a table at me and said: 'Go back to your country'."

"I am British, but I am from Kenya. But the only way you can see my eyes, the customer were upset, but he was crying to come home the kitchen without his mask on. We couldn't work properly for three hours as my staff were so shaken."

The woman was described as white, aged between 30 and 40, with blonde hair and she had long blonde hair and was wearing a black jacket, shiny dark coloured trousers or jeans, and black boots.

The man was described as white, aged in his 40s with short hair. He was dressed in dark clothing. The dog was golden brown or light brown, medium sized.

Police officers from the Southend community policing team are still quoting a reference number 42184591-20.



Community - Priory Park Cafe

Essex Highways

Our journey to cleaner travel in Basildon

Proposed new crossings in East Mayne, Basildon

Air pollution, mainly caused by vehicles on the roads, is having a harmful effect on the health of people living, visiting and working in parts of Basildon and must be addressed.

We are pleased to have now identified a proposed new pedestrian and cyclist crossing scheme which would reduce people's exposure to poor air quality and is expected to avoid the need for a charging clean air zone.

Have your say

Discover more about the project and other initiatives to encourage cleaner travel in Basildon on our website and tell us what you think by completing our online survey, improving poor air quality and reducing our exposure to it will mean more people live safer, greener and healthier lives.

Find out more at
www.essex.gov.uk/airquality

Safer, greener, healthier



PUBLIC ENGAGEMENT SURVEY CLOSING SUNDAY 13 DECEMBER

Basildon Council

www.essex-news.co.uk Tuesday December 8, 2020 Echo 3

The happy couple married in a hurry before Ernie went off to fight in Second World War



Happy couple - Ernie and Joan Keble are celebrating 80 years of marriage

Stronger than oak!

Couple to mark milestone 80th

By POPPIE WEBSTER

A COUPLE who went love letters to one another during the Second World War are set to celebrate their 80th wedding anniversary, proving, once and for all that love is strong.

Ernie and Joan Keble met when they were just teenagers in 1940 and they were married in a hurry before Ernie went off to war.

And even while Ernie, now 91, served abroad in the Army, not even oceans could keep the pair apart - and Joan says their love has only grown stronger over the years.

The couple, who are residents at Woodbury Court, in Basildon, and the last of the Kebles in Pile, are becoming the oldest couple in the town as they mark their 80th anniversary next Wednesday.

Joan 96 said: "I was just 16 and he was 18 when we met at school. I still remember Ernie was working in a shoe factory in Tibbury while I was working at a factory in Essex helping make uniforms for the Army."

Ernie went to serve in Italy and North Africa, and we kept in touch by writing each other letters. It was really scary writing when he'd actually come home, but he eventually did after being in the Army for two years.

"None of our favourite memories were made at a snapshot of moments, like going to that fair country place when it was called The Creek and our trip to the old photo shop in Pile."

She added: "Our secret is our sense of humour, we get along really well and have only grown fonder for each other over time. We just try and make the most of every moment and are always on the other side of the coin, just in happy as we go when we were first together."

Ronald, Joan's brother, says the family are delighted to see the couple still together, grateful from their "bridesmaid days."

They went on to have three children together - John, Johnny and Tony - and have a whopping 45 grandchildren, great grandchildren and great great grandchildren.

Mr Chittock, 90, from Yenge, said: "It is nice to see and we would have all loved to celebrate together."



Ernie - Ernie during the war



Family - Ernie, Joan, Alfie and Johnny



Essex Highways

Our journey to cleaner travel in Basildon

Proposed new crossing layout in East Mayne, Basildon

FINAL WEEK PUBLIC ENGAGEMENT SURVEY CLOSING SUNDAY 13 DECEMBER

Air pollution, mainly caused by vehicles on the roads, is having a harmful effect on the health of people living, visiting and working in parts of Basildon and must be addressed.

We are pleased to have now identified a proposed new pedestrian and cyclist crossing scheme which would reduce people's exposure to poor air quality and is expected to avoid the need for a charging clean air zone.

Don't forget to have your say

Discover more about the project and other initiatives to encourage cleaner travel in Basildon on our website and tell us what you think by completing our online survey, improving poor air quality and reducing our exposure to it will mean more people live safer, greener and healthier lives.

Find out more at
www.essex.gov.uk/airquality

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Basildon Council

Appendix G – Stakeholder email

Subject line: Basildon Air Quality Survey now live – have your say

Dear whomever it may concern,

Basildon Air Quality Project – Preferred option identified for East Mayne

Essex County Council and Basildon Borough Council have been investigating a series of potential options to determine what measures would be needed to bring roadside air quality on East Mayne, Basildon, to legal levels in the shortest possible time.

We are very pleased to have now identified a pedestrian and cyclist crossing scheme on East Mayne as our preferred option. The proposals would reduce people's exposure to poor air quality by redirecting pedestrians and cyclists away from the central reservation, providing an alternative route along the west side of East Mayne.

From today, we are engaging with the public to update them on the project, share our proposals and give residents and businesses the chance to tell us what they think.

Your views are really important to us. To find out more about our proposals and complete our online survey, visit: www.essex.gov.uk/airquality. The deadline for responses is Sunday, 13 December 2020.

The proposed crossings scheme is expected to avoid the need for a charging zone, which we were directed by Government to assess and would have seen drivers of certain more polluting vehicles charged for driving within a designated zone. It would also complement wider projects and initiatives to encourage safer, greener and healthier travel across Basildon.

If you do not wish to receive any further emails in relation to this project, please let us know by replying with 'unsubscribe' in the subject line.

Yours faithfully,

The Basildon Air Quality Project Team



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www.essex.gov.uk/highways



Appendix H – Social Media

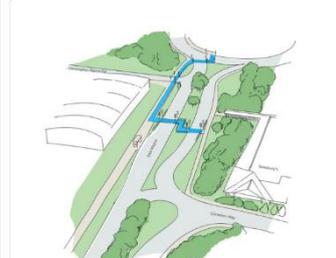
Essex Air
 @EssexAir

Air pollution can have a harmful effect on our health. @Essex_CC and @basildoncouncil are engaging with the public on a proposed new crossing scheme to reduce exposure to poor air quality in Basildon. Have your say: [essexhighways.org/Transport-and-Roads/Highway-Schemes-and-Developments/Major-Schemes/Air-Quality.aspx](https://www.essexhighways.org/Transport-and-Roads/Highway-Schemes-and-Developments/Major-Schemes/Air-Quality.aspx) #SaferGreenerHealthier



Essex Highways
 @essexhighways

Vehicle air pollution can harm our health. @Essex_CC & @BasildonCouncil are engaging with the public on a proposed new pedestrian/cyclist crossing scheme to reduce people's exposure to poor air quality in Basildon. Have your say at: [ow.ly/xdqg50CmwSU](https://www.essexhighways.org/Transport-and-Roads/Highway-Schemes-and-Developments/Major-Schemes/Air-Quality.aspx) #SaferGreenerHealthier

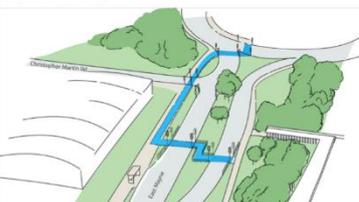


Essex Highways - Major Transport Projects
 Published by Gareth Burton · 20 November ·

We must tackle poor air quality in parts of the Basildon Enterprise Corridor and are proposing a new pedestrian and cyclist crossing scheme which is expected to avoid the need for a charging clean air zone in Basildon.

Relocating the crossing route in East Mayne would reduce people's exposure to air pollution and complement wider efforts to encourage #SaferGreenerHealthier travel.

Find out more and have your say at:
https://www.essexhighways.org/Transport-and-Roads/Highway-Schemes-and-Developments/Major-Schemes/Air-Quality.aspx?utm_source=Essex%20Highways&utm_medium=Facebook&utm_campaign=Air%20Quality



Basildon Borough Council
 12 December at 13:35 ·

Don't miss your chance to have your say on our proposals to tackle air quality in an area of the Basildon Enterprise Corridor. To do this is the final week to complete the Basildon Air Quality Survey, which closes tomorrow, Sunday 13 Dec <https://bit.ly/3nmOeiV>



BB CCG @BB_CCG · Dec 10

Air pollution, mainly caused by vehicles on the roads, can harm our health. Longer term exposure can increase risk of lung cancer, high blood pressure and heart disease. Find out how @Essex_CC and @BasildonCouncil are tackling the issue and have your say: orlo.uk/AU8YL



Appendix I – Letter to businesses



County Hall
Market Road
Chelmsford
Essex
CM1 1QH

16 November 2020

Dear Sir/Madam,

Air quality: Project update and online survey – please complete by 13 December 2020

As you may remember, we wrote to you in March to encourage you to complete an online business survey to help us gather evidence to establish what measures would be needed to bring roadside air quality on East Mayne, Basildon, to legal levels in the shortest possible time.

Clearly, a lot has happened since then and the unprecedented challenges facing businesses as a result of the COVID-19 pandemic has only strengthened our determination to ensure that any solution to the air quality problem is not only effective, but also proportionate.

We know that there was significant concern about a potential charging clean air zone, which we were directed by Government to assess and would have seen drivers of certain more polluting vehicles charged for driving within a designated zone. We have listened and are very pleased to have now identified a pedestrian and cyclist crossing scheme on East Mayne as our preferred option. The proposals would reduce people's exposure to poor air quality by redirecting pedestrians and cyclists away from the central reservation, providing an alternative route along the west side of East Mayne.

The scheme should avoid the need for a charging clean air zone and would complement wider projects and initiatives to encourage safer, greener and healthier travel across Basildon.

The Government expects us to bring air quality on East Mayne to within legal levels as soon as possible and it is crucial that we now progress the project as fast as we can. Work to progress our preferred option will continue in the coming months. In the meantime, we are taking the opportunity to update everyone on the project, share our proposals and give you the chance to tell us what you think as we continue our journey to cleaner travel in Basildon.

Your views are important to us. To find out more about our proposals and complete our online survey, visit: www.essex.gov.uk/airquality. Survey deadline – 13 December 2020.

Thank you in advance for your help.

Yours faithfully,

Essex Highways

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Appendix J – Webpage

Air quality

Air pollution is a term for the different types of pollution in the air around us, while air quality is the extent to which the air in a particular area is pollution-free.

Historically, the main air pollution problem was high levels of smoke and sulphur dioxide caused by the burning of fossil fuels such as coal, used for domestic and industrial purposes. Today, however, the biggest threat to clean air is road traffic, making up an estimated 56% of nitrogen dioxide emissions in Essex.

Petrol and diesel vehicles emit a variety of pollutants, including oxides of nitrogen (NO_x). The majority of NO_x emitted is in the form of nitric oxide (NO). When NO reacts with other gases present in the air, it can form nitrogen dioxide (NO₂), which is harmful to health.

Pollutants from vehicles can travel long distances and have a huge **Impact on our lives** and the environment around us.

In Basildon, almost 6% of all deaths (people aged over 70) each year can be attributed to air pollution. Longer term exposure can increase your risk of lung cancer, high blood pressure and heart disease, while even short-term exposure to high levels of air pollution can trigger asthma attacks, affect lung function and increase hospital admissions.

Did you know?

About 40,000 deaths a year in the UK are attributable to outdoor air pollution.

What are we doing in Basildon?

What is the problem?

Air pollution, mainly caused by vehicles on the roads, is having a harmful effect on the health of people living, visiting and working in parts of Basildon and must be addressed.

Engine technology is improving and emissions from vehicles will gradually fall as people buy newer, less polluting vehicles, but this is not happening quickly enough to protect the children growing up in Basildon right now and could be further delayed by the financial impacts of COVID-19. We must act now to reduce people's exposure to air pollution and make improvements to air quality.

Air quality is a problem across many areas of the UK and is certainly not unique to Basildon. In fact, air quality in the borough is generally good (read Basildon Council's 2020 [Air Quality Annual Status Report](#) to find out more).

However, the Basildon Enterprise Corridor is a busy business area and a through-route for many vehicles, with congestion issues worsening the air quality problems caused by vehicle emissions.

Locations on a stretch of the A127 and two areas to the south of it (notably in East Mayne) in Basildon have been identified as exceeding legal limits for nitrogen dioxide, as set by European Air Quality Directives, which assesses exposure at roadside locations.

Essex County Council and Basildon Borough Council have been directed by Government to take action and have a legal obligation to make air quality in Basildon compliant in the shortest possible time.

What are we doing about it?

Essex County Council and Basildon Borough Council were directed by Government to improve air quality on the A127 as quickly as possible and a new **50mph speed limit** was introduced earlier this year to tackle the issue.

They were also directed to carry out further analysis to establish what measures would be needed to bring air quality to within legal levels as soon as possible in East Mayne and protect pedestrians and cyclists, in particular, who are currently exposed to high levels of air pollution.

Strong evidence is needed to demonstrate the likely effectiveness of any potential solution and we have been gathering and analysing a lot of information to show the expected impacts of the various options that have been considered. This work has been taking place for several months.

In August 2020, the Government, which is funding the project and has been independently verifying all of the work through its Joint Air Quality Unit (JAQU), advised it was happy for a preferred option to be identified and for us to prepare a business case for the proposed scheme.

We are pleased to now be able to share our preferred option – the relocation of the shared pedestrian/cyclist crossing routes in East Mayne.

These are our plans for South Essex. For information regarding other areas of Essex, please visit www.essexair.org



East Mayne, Basildon



The area of concern in East Mayne, Basildon

The project webpage is available on the [Essex Highways website](#).