



Slough Borough Council

Public Consultation Results

Air Quality Action Plan (2024 – 2028)

In fulfilment of Part IV of the Environment Act 1995

Local Air Quality Management

October 2024

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1 Methodology

The Slough Air Quality Action Plan (2024-2028) (AQAP) was released for public consultation on 15th March 2024 and closed on 27th April 2024 (six weeks in total).

The consultation was launched via Citizen Space, a local government public consultation platform. The consultation page included an overview of the action plan and its purpose, the full AQAP report, a simplified summary of the report as an embedded presentation, and an online survey.

The survey was designed to understand the views of people who live, work and visit Slough in regards to their behaviours and attitudes towards air quality, transport and public health. The survey also explored the respondent's travel behaviours and the reasons for their mode choices, to identify barriers and ascertain where support is needed. Postcodes were also requested to allow specific areas of concern to be identified. The final section of the survey asked respondents for their views on the action plan measures, including their level of support for each measure proposed, which of those proposed would be their top priority, and whether other measures should be considered, followed by demographic questions.

Table 1: Summary of questions asked in the online survey

Number	Question
1 & 2	Respondent details: Choices include resident, business, organisation or other, and postcode.
3 & 4	Attitudes towards air quality and health: Understanding respondent knowledge of and attitudes towards air quality, exposure and emissions, and their health.
5 – 18	Attitudes towards healthy choices and travel: Questions included vehicle ownership; how many vehicles per household; viable alternatives; travel modes used to travel in and around Slough; top three most common modes and reason for the selection; how often is the respondent's first mode choice used per week; reasons for travel; other modes that the respondent may want to start using or use more often; barriers faced that stops the respondent using this mode; barriers that discourage respondents from using public transport or active travel (walking/cycling); and, factors that could motivate respondents to travel more sustainably.
19 – 34	Views on the action plan objectives and proposed measures: Questions asked whether the respondents agreed with the level of ambition set within the AQAP; what areas of the action plan respondents are most interested in; their level of support for each of the objectives and each of the measures, top priorities out of the measures proposed under each heading (environment, transport, and health education & awareness); any measures that respondents do not support; what level of impact each measure will achieve; any further actions that should be considered; and, any further comments.
35 – 43	Demographic questions: Questions included sex; gender; age; ethnic group; disability; child <18; child disability; religion; marital status.

The online consultation was distributed to the following groups:

- Council officers from departments including Public Health, Carbon & Sustainability, Highways Development, Sustainable Transport, Parking, Taxi Licensing, Housing, Development Management, Planning Policy, and Policy & Strategy.
- Council members including lead member for the Environment, Environmental Services and Open Spaces and the leader of the council
- Heathrow Air Quality Working Group, including representatives from Buckinghamshire Borough Council and London Boroughs of Hillingdon, Hounslow, Spelthorne, and Ealing.
- Neighbouring boroughs including the Royal Borough of Windsor and Maidenhead
- Department for Environment, Food & Rural Affairs (Defra)
- Environment Agency
- National Highways (formerly Highways England)
- Heathrow Airport Limited
- SEGRO
- Everyone Active
- Youth Voice
- Slough Council for Voluntary Service (Slough CVS)
- Adult Social Care providers
- Co-production Network Volunteers
- School representatives from the School Engagement Survey

A simplified consultation leaflet was also distributed to residents located within the five Air Quality Management Areas (AQMAs), particularly focusing on properties nearest hotspot areas. This included a range of households including several blocks of flats, dwellings above commercial units and single houses, plus two schools, two nurseries and two care homes. The leaflet contained detail on the statutory requirement for an action plan, the measures proposed and how to respond, including a link and a QR code.

2 Results

In total, the consultation received 104 responses, consisting of 100 online survey responses and written responses submitted via email from Transport Planning (SBC department), Heathrow Airport Limited and SEGRO. Defra provided comments via the Local Air Quality Management (LAQM) online portal.

The following review considers the responses to the online survey only.

2.1 Respondent details

This section summarises the respondent details including the demographic information required in questions 35-43.

In total, 84% of respondents were residents of Slough. One response was received from a business and one from an organisation. Of the 14 that selected 'other', eight worked in the borough, two were frequent visitors, three were residents and one was a volunteer. Overall, the respondents were well distributed across Slough and beyond (see Figure 1) indicating that the results are representative of residents from a number of wards and people who work in the borough.

Figure 1: Map showing respondent distribution

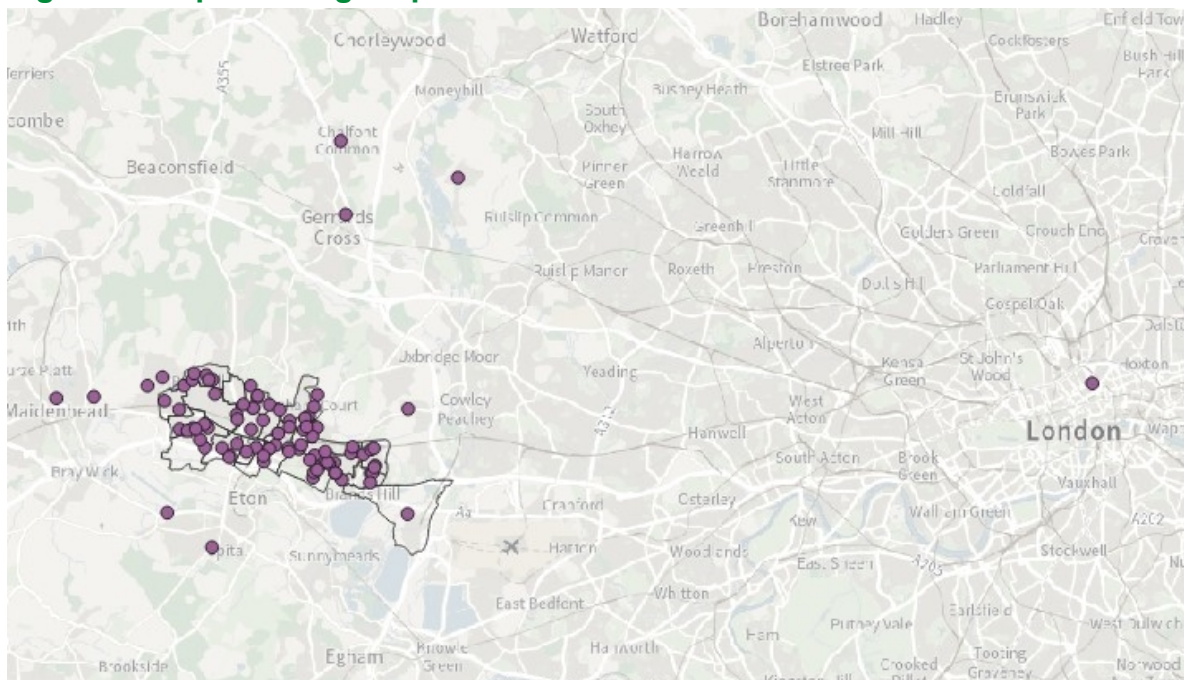


Figure 2 – Figure 5 show the key characteristics of respondents who completed the online survey, compared against Slough data from the 2021 census. In regards to age, very few young people (aged 0-24) completed the online survey relative to the Slough population, therefore this group is likely to be underrepresented in this review. Similarly, the 24-39 age group is likely to be underrepresented as 14% took

part in the consultation, compared with the 23% of Slough's population in this age group. All other age groups have a greater percentage of those who took part in the consultation than their relative proportions in the borough.

In terms of ethnicity, Asian ethnic groups may be underrepresented, as this made up 21% of responses, whereas 47% of Slough's population are from Asian ethnic groups. It should be noted however that 28% of people who completed the survey were from different ethnic groups or preferred not to say.

A similar balance of males and females took part in the consultation when compared with the Slough population, with an approximately 50/50 split.

In regards to religion and beliefs, more Christians completed the survey when compared with Slough's population (35% and 32%, respectively), however fewer Muslims completed the survey when compared with Slough's population (8% and 29%, respectively), therefore this group may be underrepresented in the consultation.

In addition, 36% of people who completed the survey considered themselves disabled, whereas 11% of people in Slough consider themselves disabled. As there were a greater number of disabled people who responded to the public consultation than the proportion of those with disabilities in the borough, people with a range of disabilities have had their views heard and has helped to create an action plan that is more inclusive.

Figure 2: Age of respondents in Slough and in public

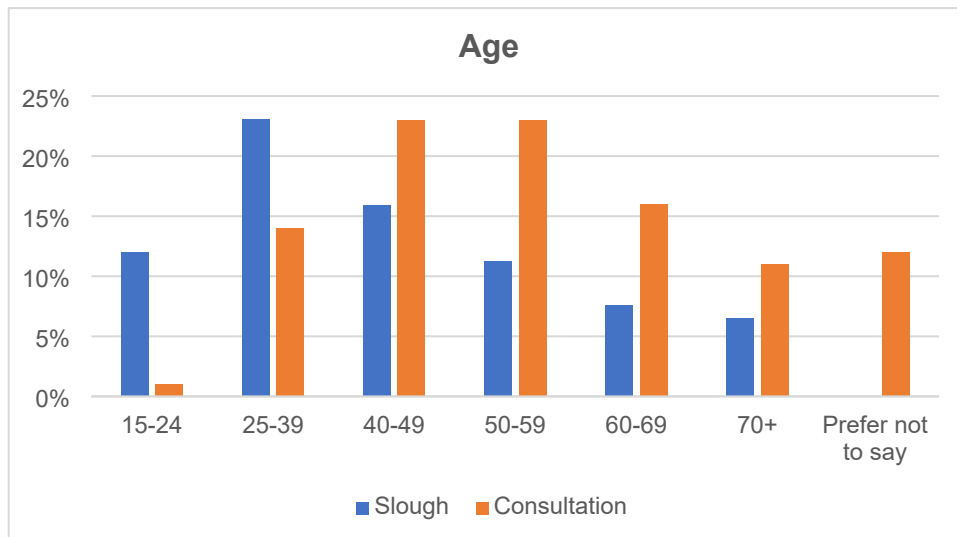


Figure 3: Ethnicity of respondents in Slough and public

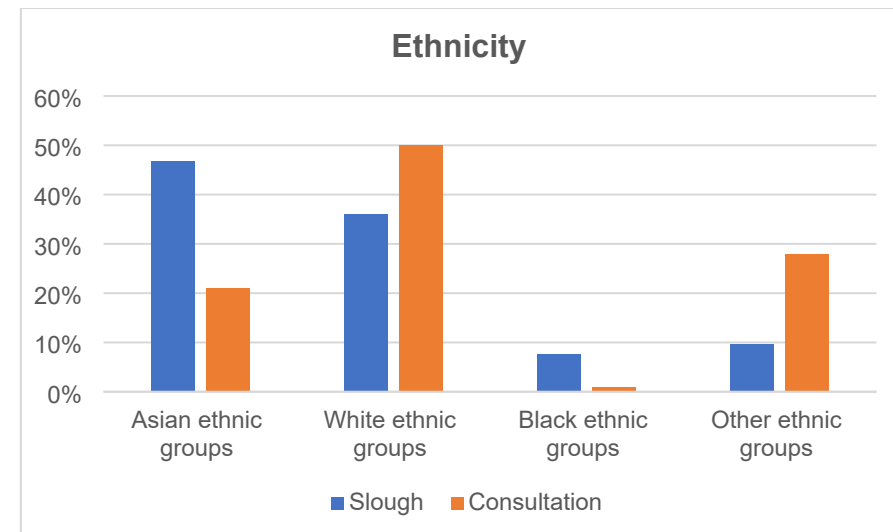


Figure 4: Sex of respondents in Slough and public

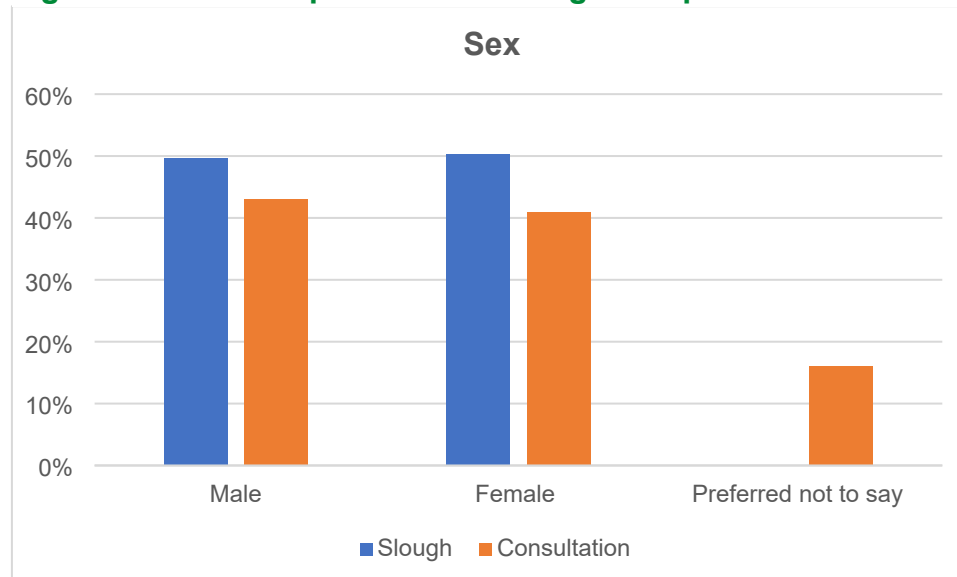
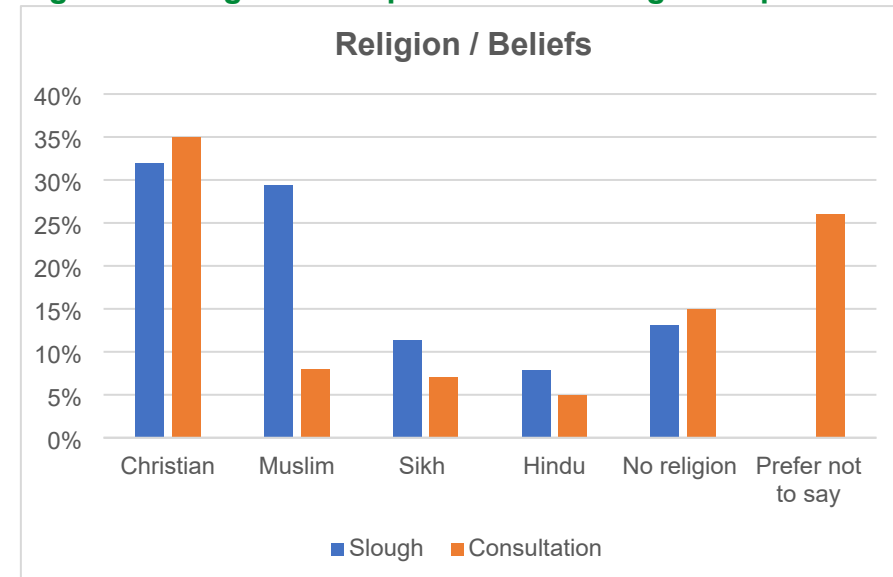


Figure 5: Religion of respondents in Slough and public



2.2 Attitudes towards air quality and health

Question 3 asked about respondent's attitudes towards air quality and health, asking to what extent they agreed with a series of statements, including:

- Air quality is important to me
- Air quality is a problem in Slough
- Air quality significantly affects me
- I have a good understanding of air pollution and its health impacts

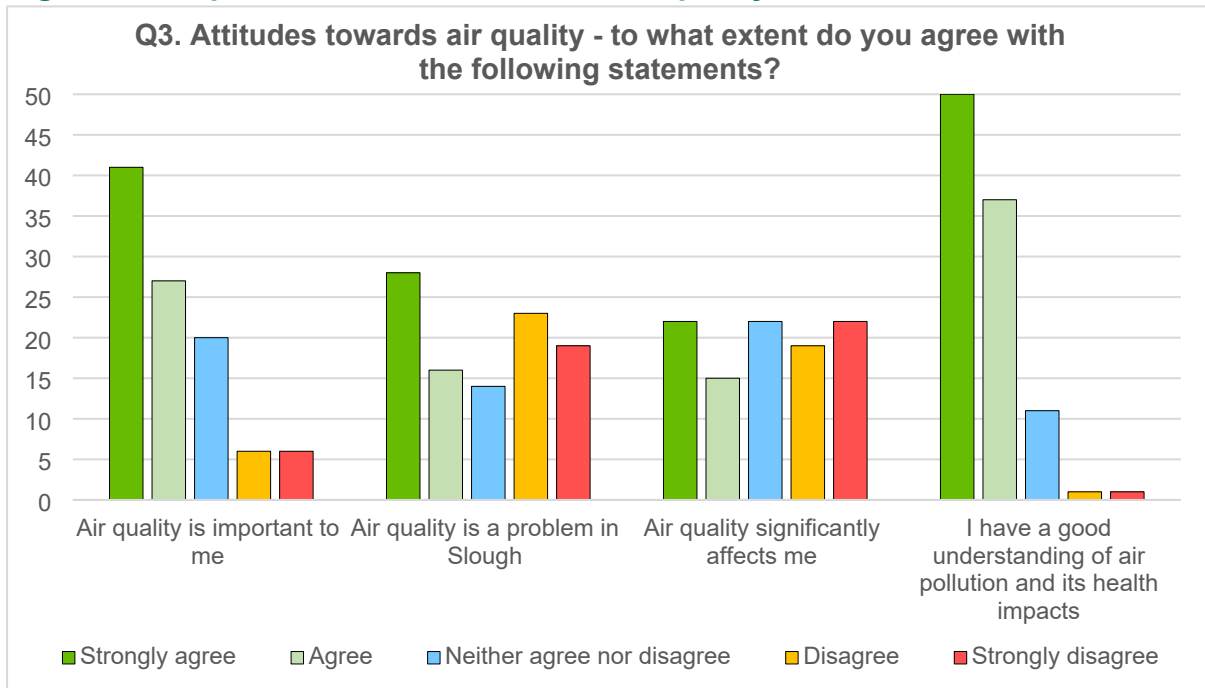
Overall, 68% of respondents strongly agreed or agreed that air quality is important to them (41% and 27%, respectively), whereas 12% of respondents disagreed or strongly disagreed (6% each) – see Figure 6. This is a positive result and suggests that air quality is already high on the agenda for many respondents.

In total, 44% of respondents strongly agreed or agreed that air quality is a problem in Slough (28% and 16%, respectively). A similar amount at 42% strongly disagreed or disagreed with this statement (19% and 23%, respectively), whilst 14% neither agreed nor disagreed. Of the 68% of respondents who voted that air quality is important to them, 19% disagreed that air quality was a problem in Slough. This suggests that further work is needed to effectively communicate Slough specific air quality issues with the public, particularly its residents.

Similarly to the previous question, there is a fairly even split between responses when voting whether air quality significantly affects respondents. Responses indicate that 37% of respondents agree that air quality significantly affects them, whereas 41% disagree with the statement, and 22% neither agree nor disagree.

In regards to having a good understanding of air pollution and its health impacts, 87% of respondents voted that they strongly agreed or agreed with this statement (50% and 37%, respectively). Only two respondents voted negatively to this statement, whilst 11% neither agreed nor disagreed. In combination with previous responses, this indicates that respondents have a good understanding of air quality, but possibly not Slough specific issues.

Figure 6: Respondent attitudes towards air quality



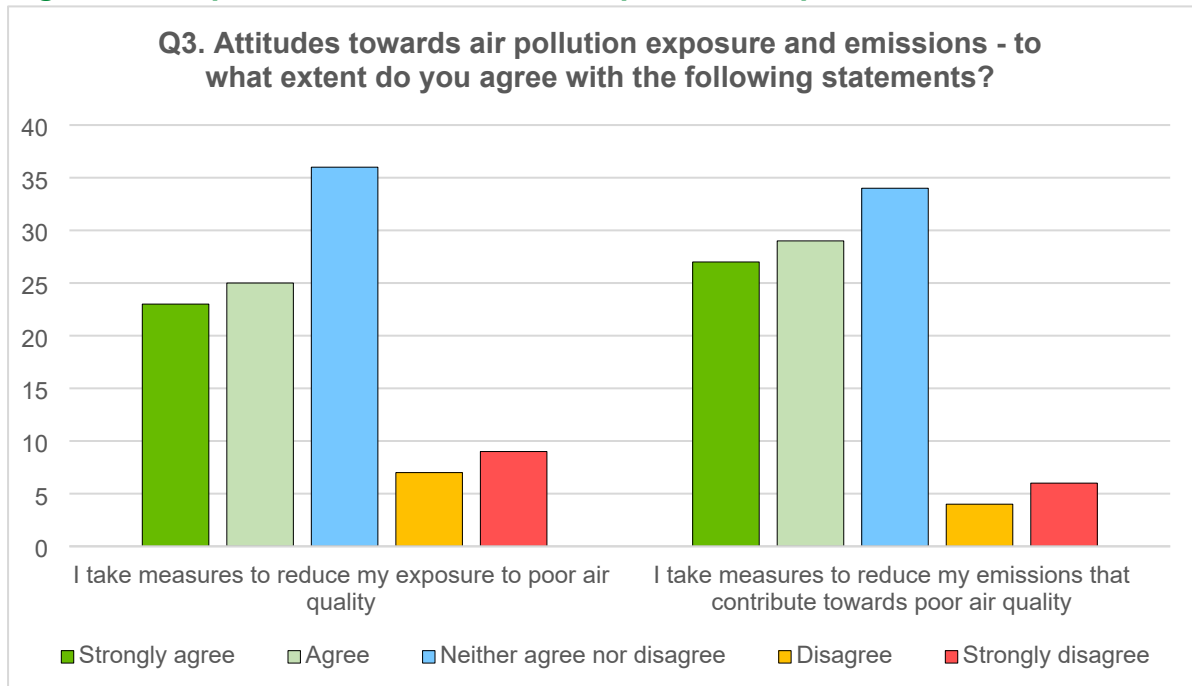
Question 3 also asked about exposure reduction measures, including:

- I take measures to reduce my exposure to poor air quality
- I take measures to reduce my emissions that contribute towards poor air quality

As shown in Figure 7, 48% of respondents strongly agreed or agreed that they take measures to reduce exposure, whilst 16% strongly disagreed or disagreed, and 36% voted that they neither agreed nor disagreed.

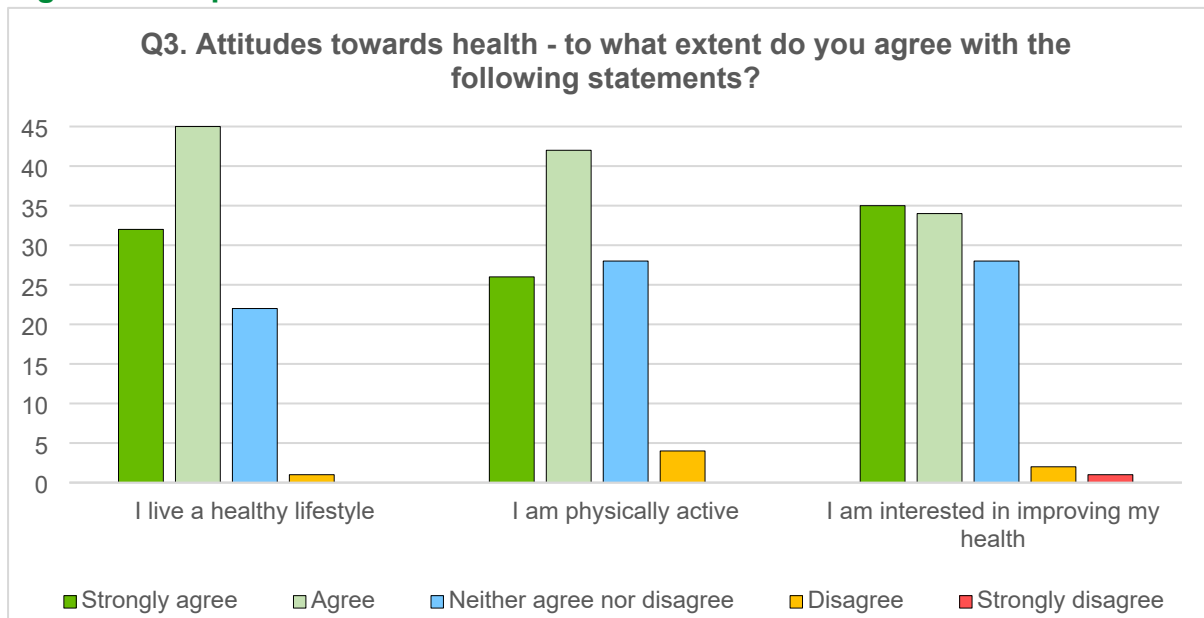
Similar results are observed in regards to measures to reduce emissions that contribute towards poor air quality, however 56% strongly agreed or agreed with the statement, indicating that 8% of respondents put more value on reducing emissions than reducing exposure to poor air quality. In total, 10% of respondents strongly disagreed or disagreed (10% in total), with 34% neither agreed nor disagreed with the statement.

Figure 7: Respondent attitudes towards pollution exposure and emissions



In regards to attitudes towards health, 77% of respondents voted that they live a healthy lifestyle, 68% consider themselves physically active, and 69% are interested in improving their health, as shown in Figure 8. Very few (up to 4%) disagreed with these statements, whereas up to 34% neither agreed nor disagreed with these statements.

Figure 8: Respondent attitudes towards their health



Question 4 that followed asked whether there were any specific issues regarding air quality that the respondent was concerned about. A summary of the key issues raised by respondents regarding air quality is provided below:

- Concerns about vehicle emissions, for example from diesel vehicles including trains, old vans, cars and lorries and the quantity of private cars in Slough, particularly those used for short journeys. Respondents also raised concerns about idling vehicles both while parked and while in traffic, and the impact of congestion and slow moving traffic on residential roads and access for large lorries on these roads. One respondent also raised concerns about living in proximity to busy roads such as the M4 and A4, and the impact that vehicle fumes and dust has on indoor air quality via open windows.
- Traffic signalling issues (not staying green for long enough) resulting in greater congestion.
- Emissions from commercial premises, including commercial operations and associated vehicle movements from the trading estate and operations such as national logistic centres, data centres and plant from fast food units. Concerns were also raised about industrial emissions producing dust and pollution nearby residential dwellings, such as from the Energy from Waste incinerator, and major transport hubs such as Heathrow Airport – in particular, the current pollution and potential consequences resulting from future expansion plans, and visitor parking impacts in nearby areas such as Colnbrook.
- Outdoor burning, particularly during the summer (e.g. bonfires).
- Poor quality public transport, including a lack of viable travel alternatives that are regular and reliable, such as direct bus routes out of urban areas to neighbouring towns. Concerns were also raised about the existing bus lanes causing additional congestion.
- A lack of suitable infrastructure for active travel (walking and cycling), including uneven footways, obstructions due to parking, overgrown vegetation and street furniture.
- An increase in electric vehicles without sufficient infrastructure to support uptake.
- Health impacts of air pollution on children at schools and individuals with pre-existing health conditions such as asthma.

General concerns were also raised about future measures such as Low traffic Neighbourhoods, one way streets, parking reduction and adding cycle lanes, and measures which add cost or restrict access for car drivers. Some respondents raised concerns about work related travel and how this is unavoidable for some individuals.

Additional issues beyond the scope of the consultation were also raised, including the quantity and quality of houses built in Slough and the lack of adequate facilities available to cater for new residents, such as healthcare facilities. Issues relating to odour nuisance from sewage plant were also raised.

2.3 Attitudes towards healthy choices and travel

The questions in this section (Q5-18) were designed to gain a better understanding of the vehicles that respondents own, the modes of travel used in Slough and

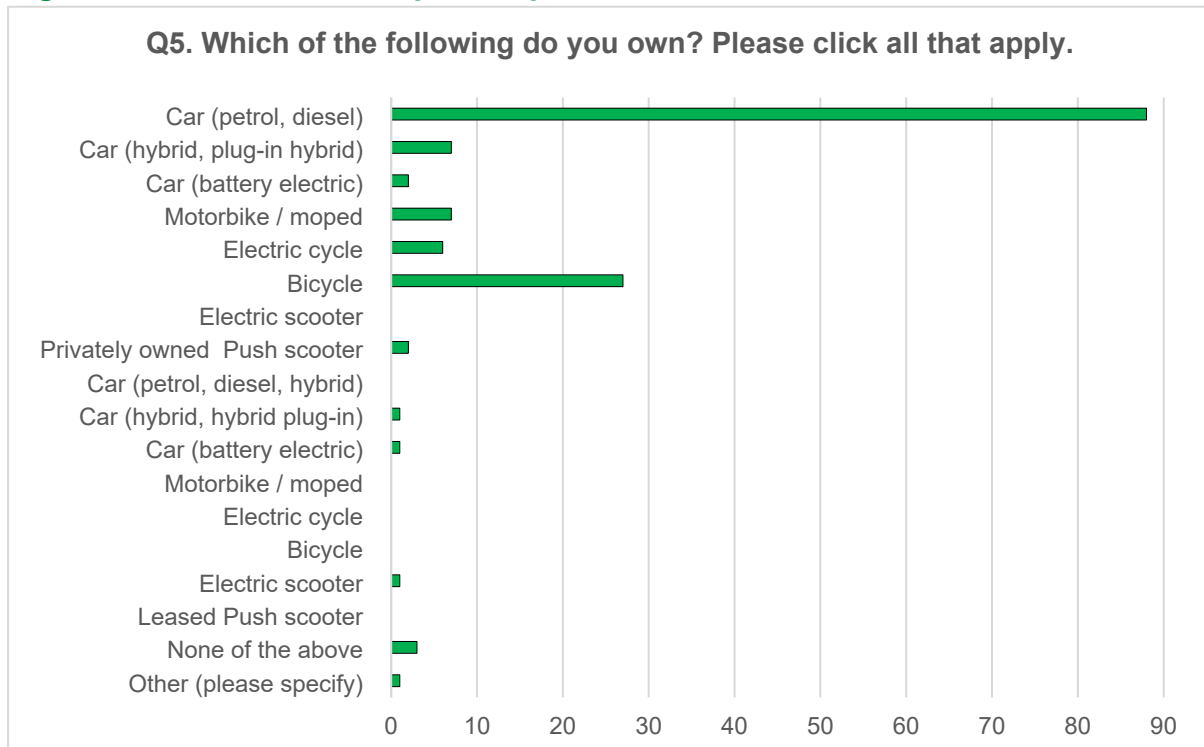
reasons for their choices. It also explored whether there are any specific barriers that people face in regards to active travel modes and what improvements people think are necessary to encourage a modal shift.

Vehicle ownership

Question 5 asked about vehicle ownership, with results shown in Figure 9. The majority of respondents (88%) own a petrol or diesel vehicle. In total, 9% of respondents own an alternative fuelled vehicle (2% electric, 7% hybrid), whereas 2% lease an alternative fuelled vehicle (1% electric, 1% hybrid).

Out of 100 respondents, 33% own a bicycle (6% electric, 27% manual), whilst 1% own a leased electric cycle. The remaining respondents own a motorbike / moped (7%), push scooter (2%), or none of the above (3%). One respondent chose 'other', stating that they own a privately owned diesel van.

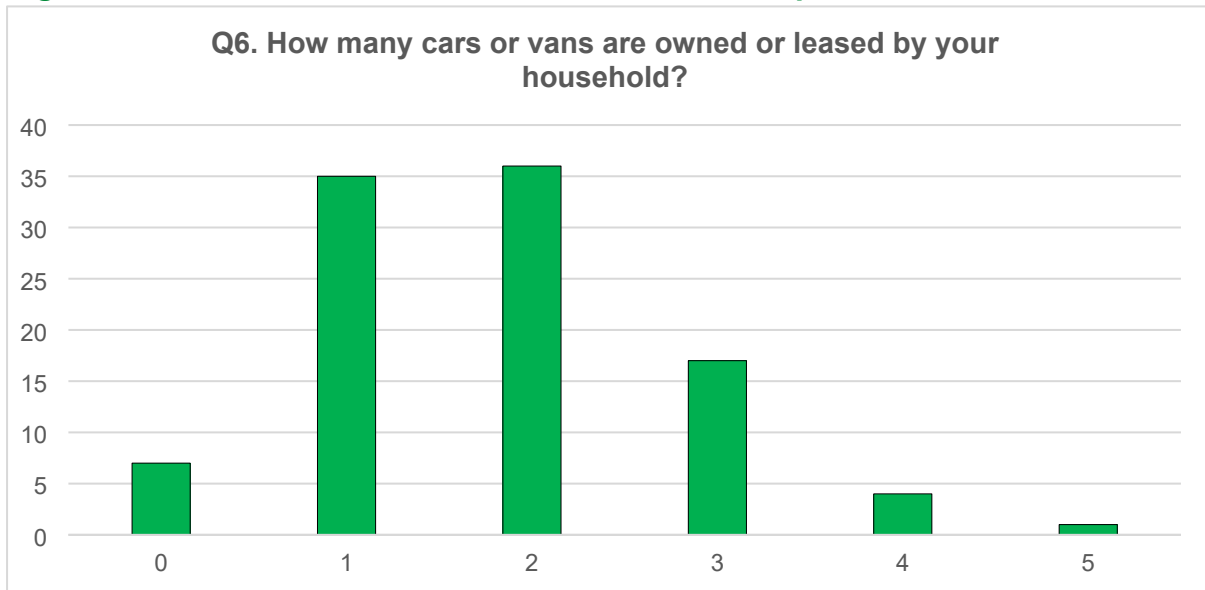
Figure 9: Vehicle ownership of respondents



Number of cars or vans owned per household

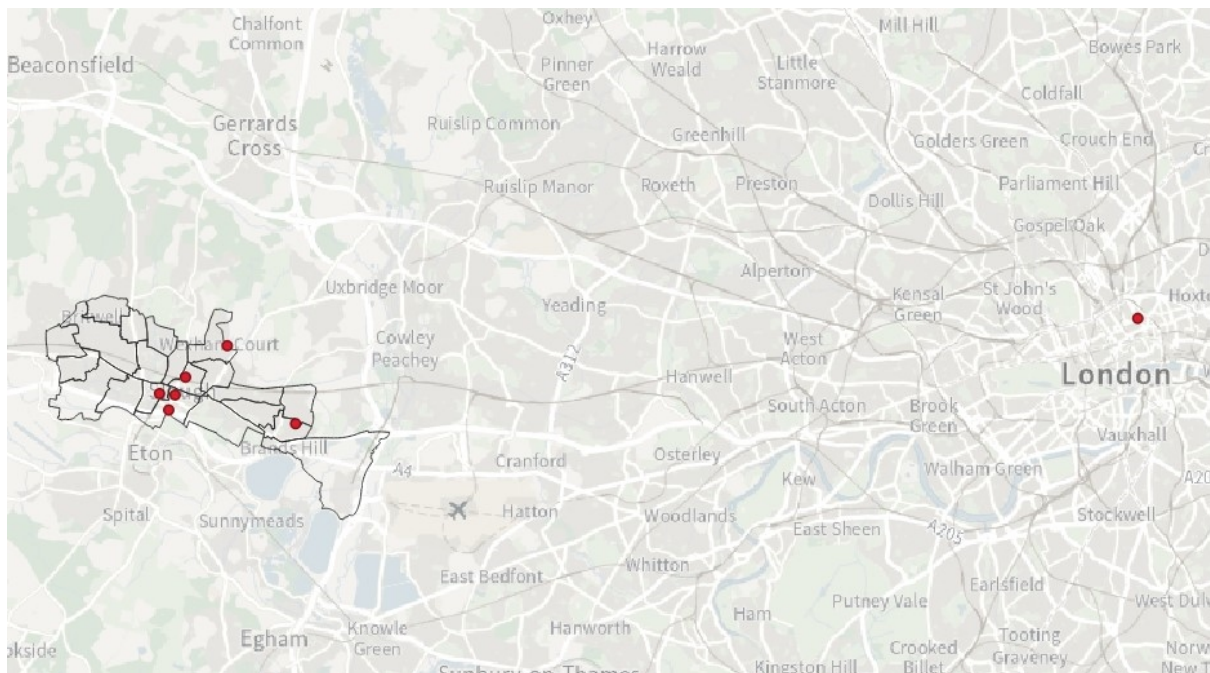
When asked about the number of cars or vans owned per household (Q6, Figure 10), the results indicate that most residents have one to two vehicles per household at 71%, followed by 17% who owned three vehicles per household, 4% owned four vehicles per household, and 1% owned five vehicles per household. 7% of respondents indicated that they do not own any vehicles in their household.

Figure 10: Number of cars or vans owned or leased per household



In terms of distribution of respondents who have no cars or vans within their household, one respondent is an employee based in Slough who commutes from London, and all others are respondents who live in the borough. One resident who selected that they had no cars or vans in their household also selected that they travel via car for 20 hours per week, so there may be some inaccuracy in this data (see Figure 11).

Figure 11: Map showing the distribution of respondents who do not have a car or van in their household



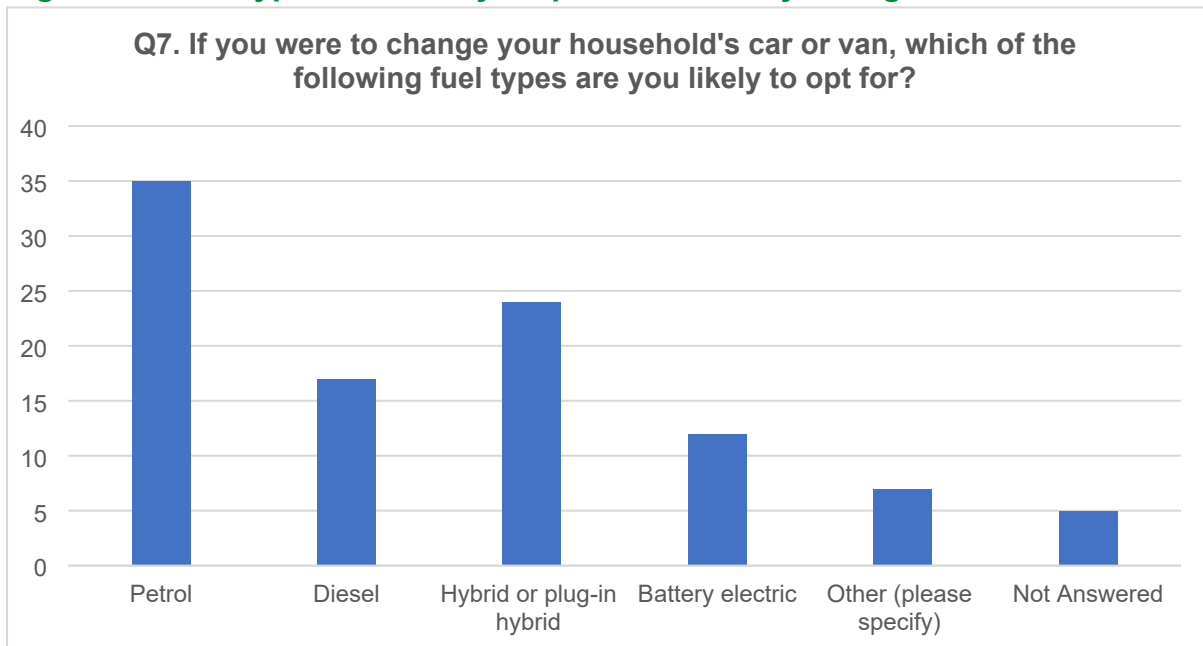
Vehicle fuel choices

Question 7 asked respondents which fuel type they would choose if they had the option to change their vehicle. This question was intended to identify respondents

who may wish to use alternative travel options to those currently available to them and possible barriers to this.

The results are shown in Figure 12, which indicates that 35% of respondents would have a petrol vehicle if given the option to change their vehicle, whilst 17% would opt for a diesel vehicle. The previous response indicated that 8% own or lease hybrid vehicles, whereas the answer to this question indicated that 24% would opt for a hybrid vehicle if given the option. Similarly, 3% of respondents indicated that they own or lease an electric vehicle, whilst the responses for this question show that 12% would opt for an electric vehicle if given the option. Of the 7% that selected other, the responses included public transport, and no change.

Figure 12: Fuel types chosen by respondents if they changed vehicle



When asked the reason for their above selection, respondents raised the following:

- Respondents who chose petrol were due to:
 - Petrol being cheaper than diesel and more economical
 - Penalisation of diesel vehicles leading them to choose petrol
 - Issues with electric vehicles including charging issues, a lack of infrastructure, maintenance issues, charge times, energy drain from towing, safety risks and range restrictions
 - Not being able to afford clean alternatives
 - They would only change their vehicle if charges were introduced
 - Reliability of petrol
- Respondents who chose diesel did so due to:
 - Alternatives being too expensive or inaccessible due to charging options
 - Diesel vehicles being efficient, reliable, economical and cost effective
- Respondents who chose hybrid did so due to:
 - Transitioning between a petrol and an electric vehicle

- Issues with electric vehicles such as cost, a lack of charging infrastructure (public and at home) and range issues meaning hybrid is the next best option
- Cheaper running costs
- Respondents who chose battery electric did so due to:
 - Cost benefits such as tax advantages and cheaper running costs
 - The market changes pushing electric vehicles and a lack of choice in future
 - Environmental benefits and cleaner operating
 - Transitioning from hybrid to electric

However these responses also included some concerns associated with moving to electric, including affordability of the initial purchase and practicality in relation to work travel and mileage.

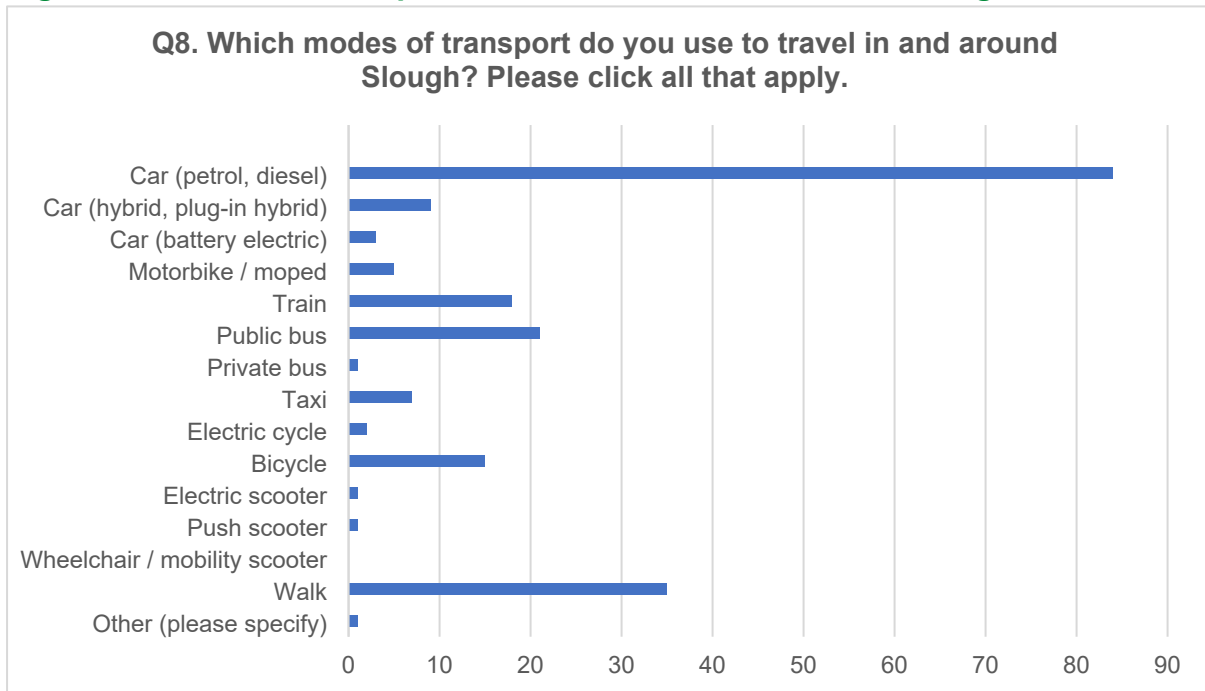
- The reasons for selecting other or not answering included:
 - Personal preference in not owning a car and relying on public transport and bicycle as preferred mode choices
 - Views regarding continued use of older vehicles producing less emissions compared to the manufacture of a new vehicle
 - There was no intention to change vehicle type

Respondents who preferred to travel via public transport also raised concerns about public transport costs and disjointed routes resulting in multiple tickets being bought for one journey, raising that taxi use is often a cheaper alternative.

Travel modes used in Slough

Question 8 asked respondents to select all modes that they use to travel in and around Slough. This question aimed to demonstrate how private vehicle use compares to active travel modes and public transport. As with previous responses, the majority of respondents travel in Slough via petrol or diesel cars, at 84% (see Figure 13). The next most popular mode is walking (35%), followed by public bus (21%) train (18%) and bicycle (15%). Hybrid and electric vehicles are used by 12% of respondents, whilst taxis were used by 7% of respondents. One respondent selected 'other', stating that they occasionally use a school minibus.

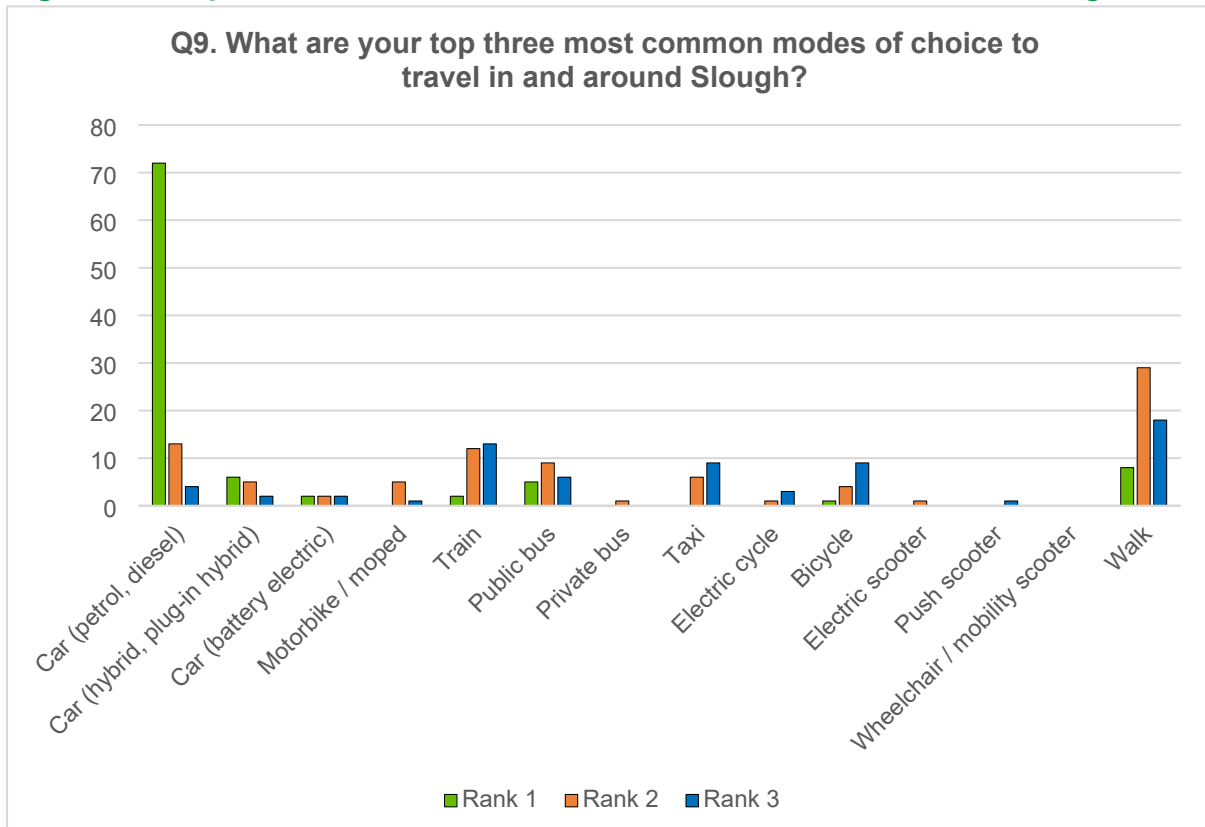
Figure 13: Modes of transport used to travel in and around Slough



Travel mode preferences

Question 9 then asked respondents to rank their top three travel options, to indicate their mode preferences. As shown in Figure 14, 73% of respondents voted that petrol or diesel car was their first ranked mode choice, followed by hybrid or electric vehicle (8%), walking (7%), public bus (5%), train (2%) and bicycle (1%). For second ranked modes, walking was the most popular (29%), followed by petrol or diesel car (13%) and train (12%). The third ranked modes included walking (18%), train (13%) and taxi (9%).

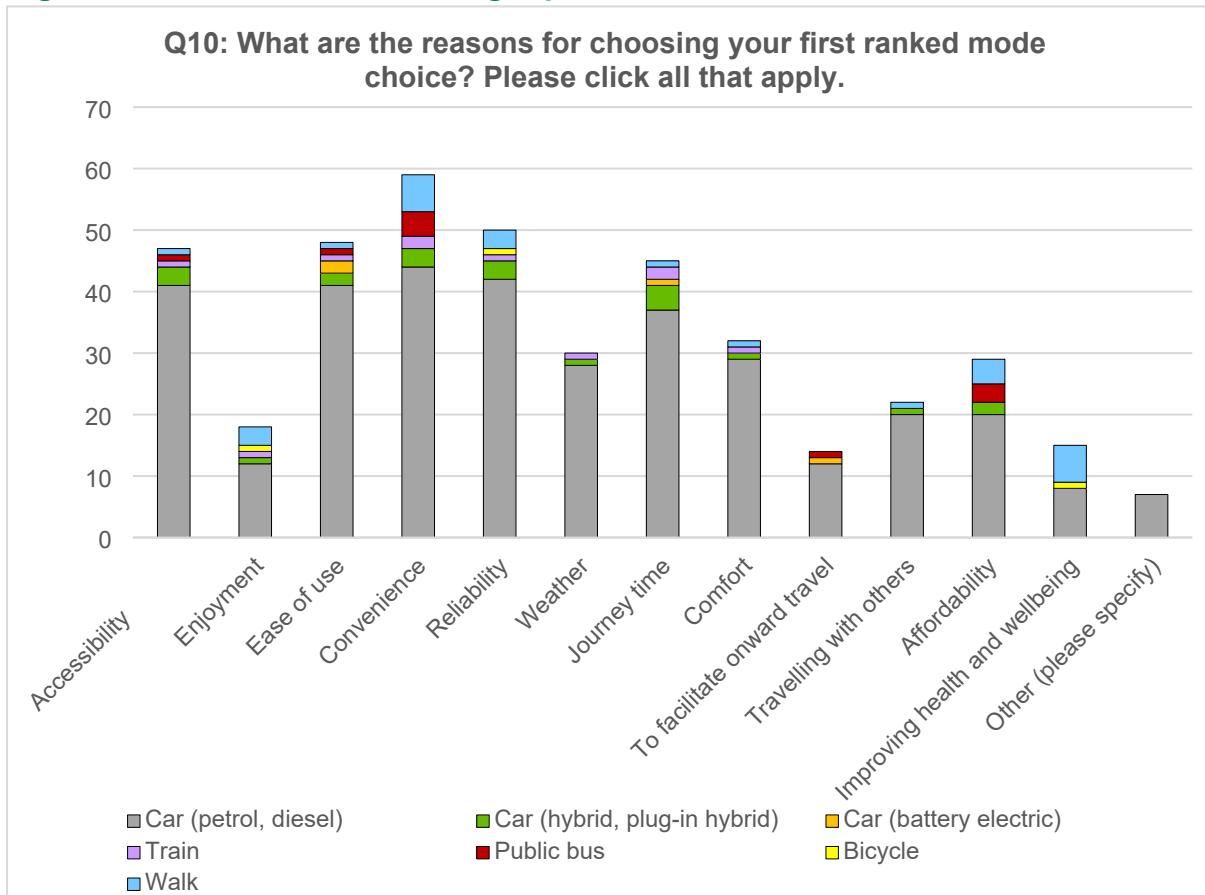
Figure 14: Top three ranked mode choices to travel in and around Slough



Question 10 then asked respondents the reason for choosing their first ranked mode choice. When looking specifically at respondents who ranked petrol or diesel vehicle as their top ranked mode choice (Figure 15), the top selected reasons for their choice included convenience (44%), reliability (42%), accessibility (41%) and ease of use (41%).

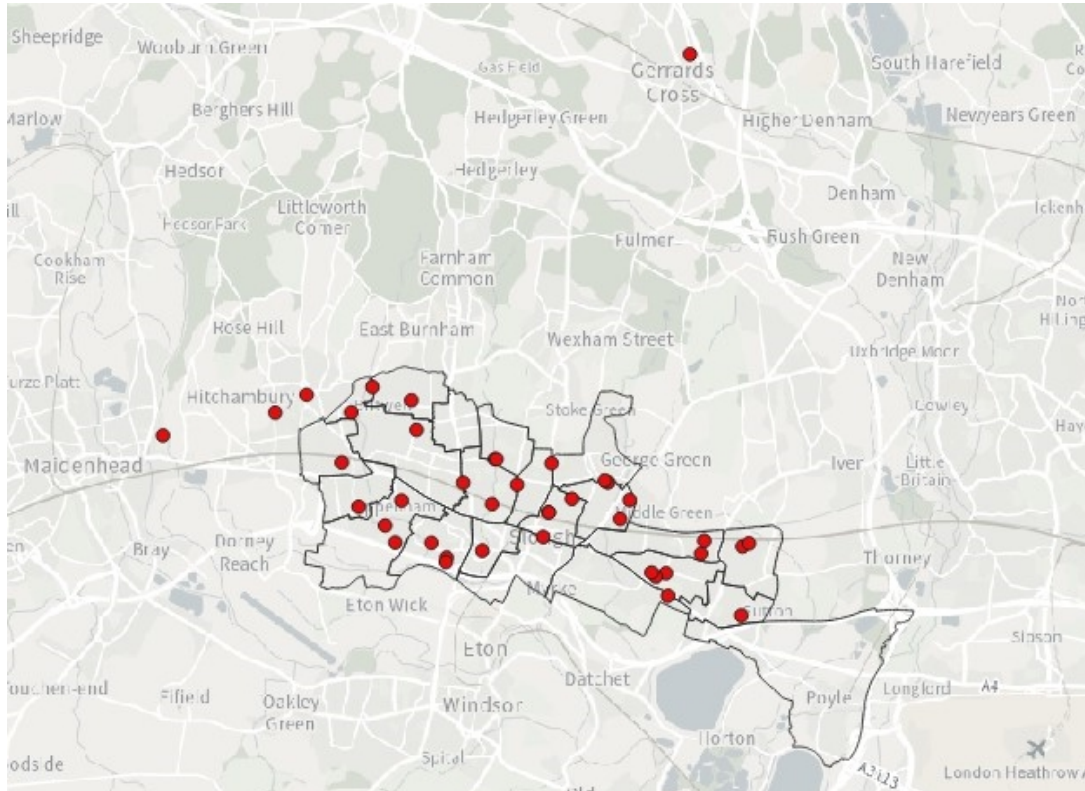
In regards to sustainable travel modes, reasons for using a bicycle included enjoyment, reliability and improving health and wellbeing. Those who chose walking as their top ranked mode choice selected convenience, improving health and wellbeing, and affordability as their main reasons for their selection. Four respondents selected convenience and three selected affordability as their main reasons for selecting public bus as their top ranked mode choice. Accessibility, ease of use and to facilitate onward travel were also selected by one respondent who voted public bus as their first ranked mode choice.

Figure 15: Reasons for choosing top ranked mode choice



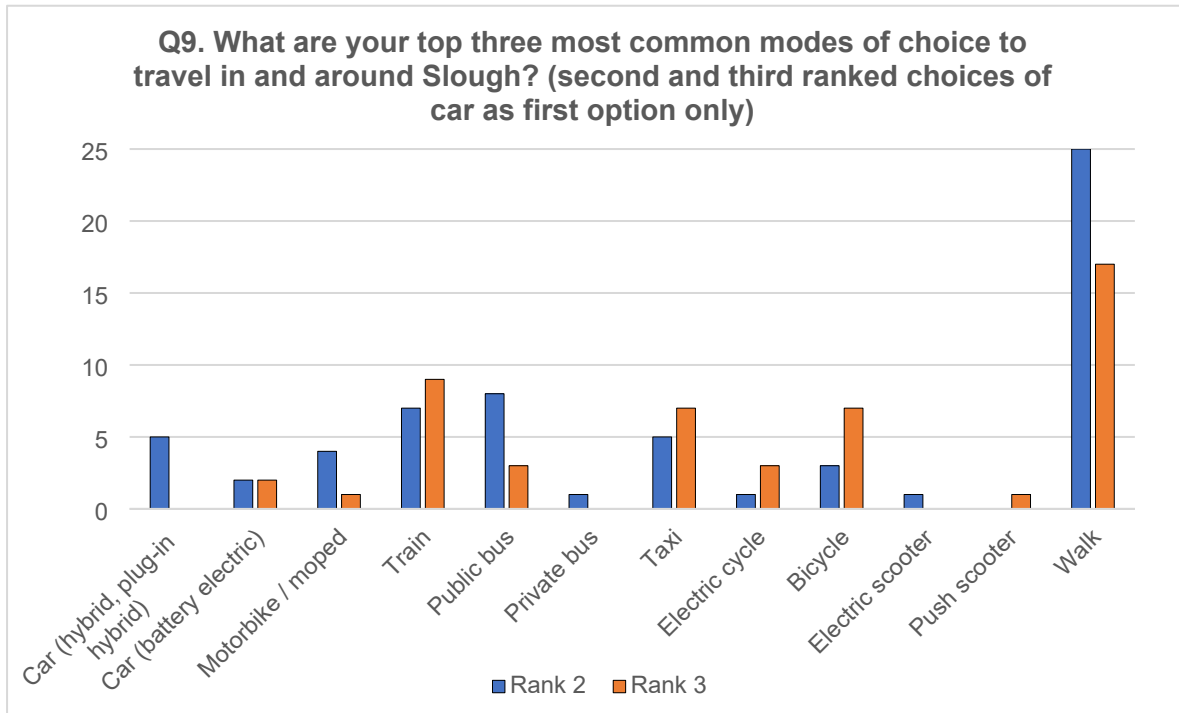
It is possible that those who have selected ‘accessibility’ as a reason for choosing to travel via car as their first ranked mode choice, are those who do not have viable alternatives. Figure 16 shows the geographic distribution of respondents who selected car as their first ranked mode choice, and had also selected ‘accessibility’ as one of the reasons for their selection. Many of the respondents who selected this response are close by public transport links, therefore there is potential opportunity to assist these respondents in transitioning to sustainable travel modes.

Figure 16: Map showing distribution of respondents who selected ‘accessibility’ as a main reason for choosing to travel via private car



Of those who chose petrol or diesel car as their first ranked mode choice, the highest second ranked mode choices were walking (29%), train (12%) and public bus (9%), shown in Figure 17. The most popular third ranked mode choices were walking (18%), and train, taxi and bicycle (8% each). Scooters are generally not seen as popular mode choices by respondents.

Figure 17: Second and third highest ranked mode choices for respondents who selected petrol and diesel car as their first ranked mode choice

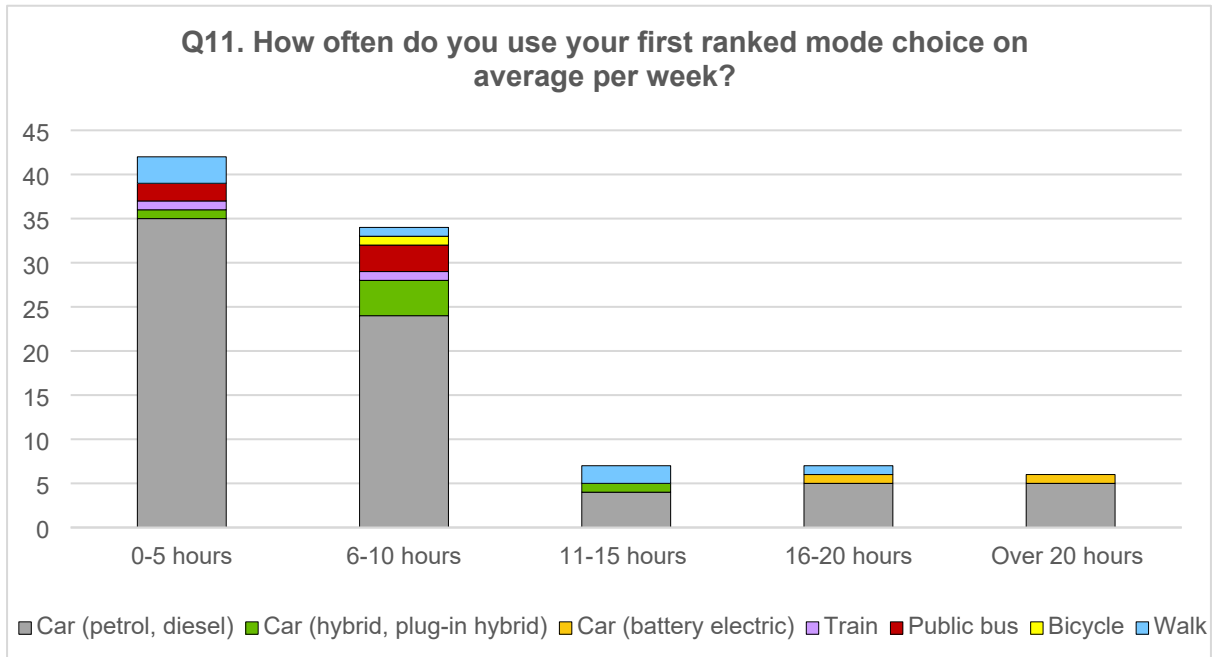


Trip durations

Question 11 asked respondents to select the number of hours that they use their first ranked mode choice. Results are shown in Figure 18.

The majority of respondents who selected car as their first ranked mode choice use their vehicle for between 0 – 5 hours per week. This suggests that the vehicle may be being used for shorter journeys, which could be replaced by sustainable travel modes. In comparison, the two respondents who use a battery electric vehicle do so for 16-20 or over 20 hours per week.

Figure 18: Number of hours per week spent travelling using respondents first ranked mode choice



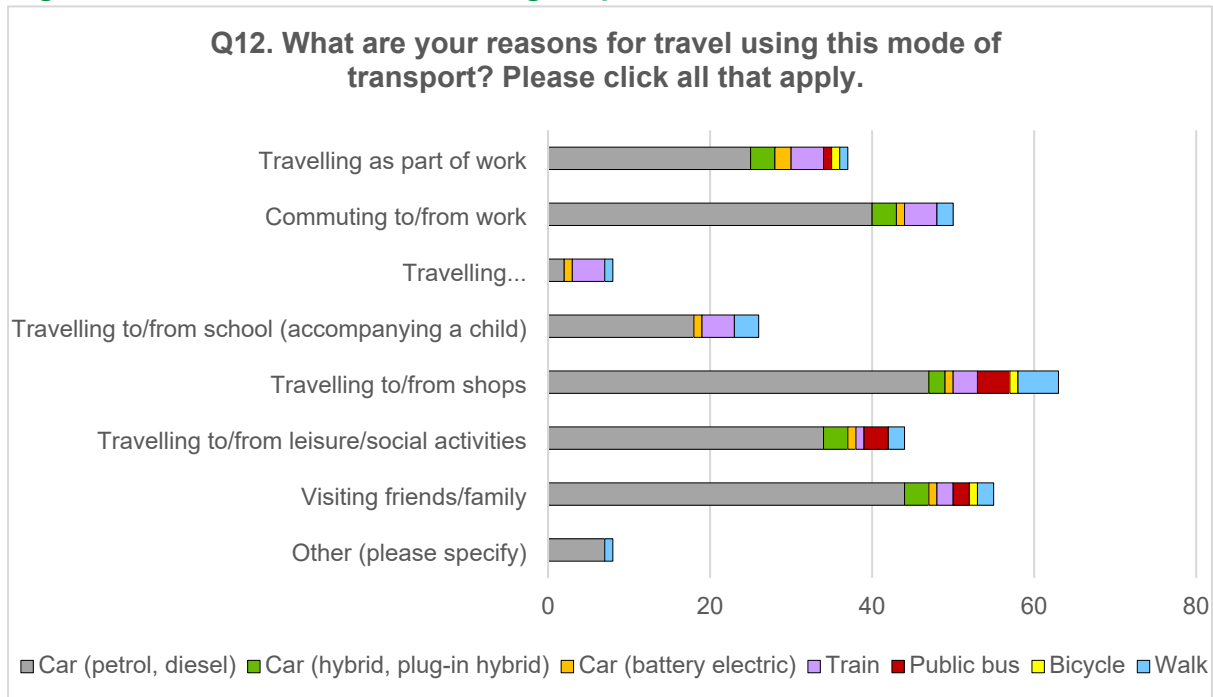
Reasons for travel

Question 12 asked respondents their reasons for travel using their top ranked mode choice, with results shown in Figure 19. Across modes, the most common reason for travel is travelling to and from shops, which received over 60 votes. This was followed by visiting friends and family, and commuting to and from work.

Respondents that selected 'other' gave additional reasons of:

- Attending medical appointments
- School
- Necessity
- Shopping
- Caring for family members

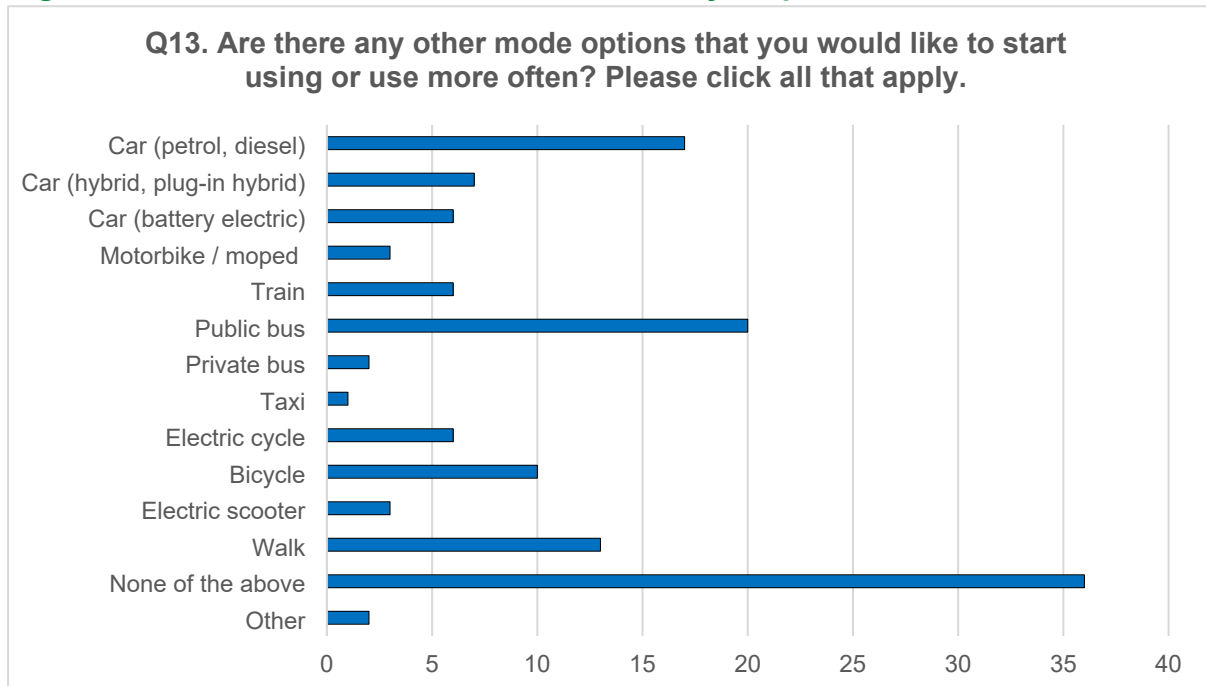
Figure 19: Reasons for travel using respondents first ranked mode choice



Attitudes towards alternative travel modes

Question 13 asked whether there are any other mode options that respondents would like to start using or use more often. The options with the most votes were ‘none of the above’ at 36, ‘public bus’ at 20, and ‘car (petrol / diesel)’ at 17 (see Figure 20).

Figure 20: Alternative travel modes selected by respondents

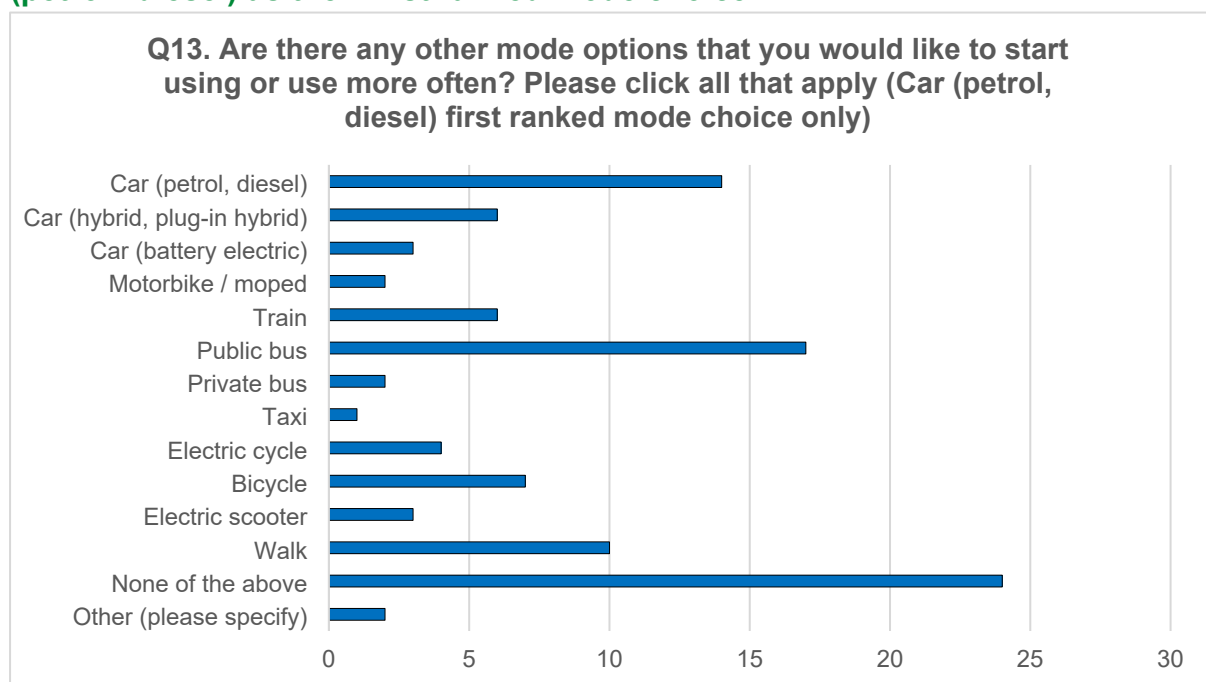


Of the 73 who selected car (petrol / diesel) as their first ranked mode choice, when asked if there were any other mode options they would like to start using or use

more often, 39 (54%) respondents had selected alternative travel modes (i.e. excluding car (petrol, diesel) and 'none of the above'). The results are shown in Figure 21 and summarised below:

- 7 respondents who had chosen petrol or diesel car as their top ranked mode choice would like to start using a bicycle or use a bicycle more often. Current journeys are primarily commuting to work, travelling to school with a child or visiting shops.
- 17 respondents who had chosen petrol or diesel car as their top ranked mode choice would like to start using the public bus or use the public bus more often. Currently journeys for these individuals are primarily to visit shops, visit family and friends, and for work commutes.
- 10 respondents who had chosen petrol or diesel car as their top ranked mode choice would like to start to walk or walk more often. This would replace journeys primarily for work based travel and commuting for these respondents.

Figure 21: Alternative travel modes selected by respondents who selected car (petrol / diesel) as their first ranked mode choice



Under the 'other (please specify)' option, a number of respondents raised specific issues that they experience with alternative modes. This included:

- Public bus – one respondent raised that the last bus leaves before they finish work, and another raised that the timetable is limited for overnight volunteering. This highlights that the bus network requires improvement to serve residents and workers who have evening work patterns.
- Bicycles and electric cycles – two respondents raised issues with a lack of safe bicycle storage options and secure parking facilities in the borough, resulting in a

high risk of bicycle theft. One respondent also raised that there were no safe cycle paths and the attitudes of drivers discourages them from cycling.

- Electric scooter – one respondent raised that they would prefer to use an electric scooter but they are currently not legal to use in Slough.

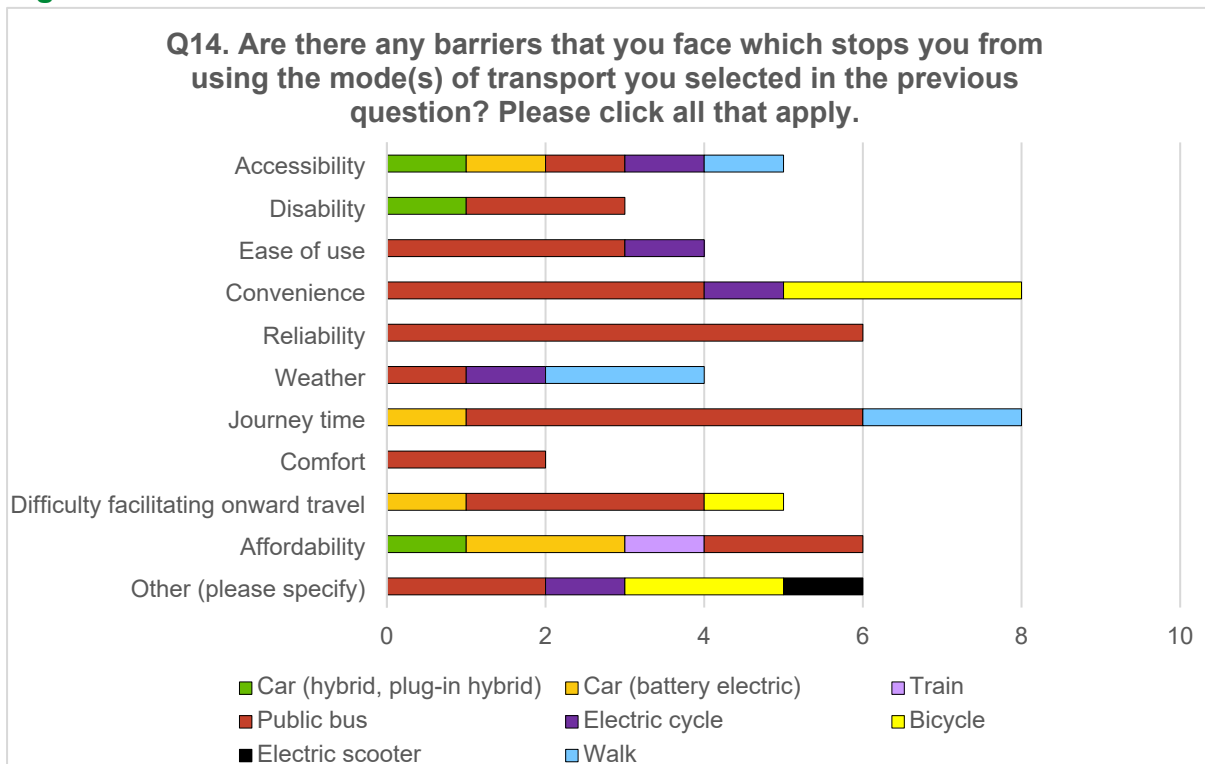
Some respondents also provided justification for using their car and not considering alternative options. This included:

- Having dogs and needing to walk them out of the area as the parks in Slough are dangerous and dirty, and not being able to use public transport for this purpose.
- Concerns for safety, particularly on public transport.
- Cost and time barriers when travelling with children.
- Only being able to access work with a car.

One respondent also raised an issue of feeling restricted by the ULEZ which they believed to only affect the poorest individuals.

Question 14 asked respondents about the barriers they are faced with that stops them from using their chosen alternative transport modes selected in Question 13, with results shown in Figure 22. The greatest range of barriers exist for using the public bus, however the two greatest barriers for respondents using alternative travel modes are convenience and journey time.

Figure 22: Barriers to alternative travel modes



Barriers specific to sustainable travel

The next series of questions (Q15-17) asked about barriers faced by respondents when considering using sustainable travel modes including public transport, cycling

and walking, to draw out specific issues that could be prioritised to resolve (results shown in Figure 23). The barrier with the most votes across these modes was the weather, followed by journey time, and convenience. The largest barriers for public transport include convenience (49%), reliability (46%) and journey time (44%). Those who selected 'other' also stated the following barriers:

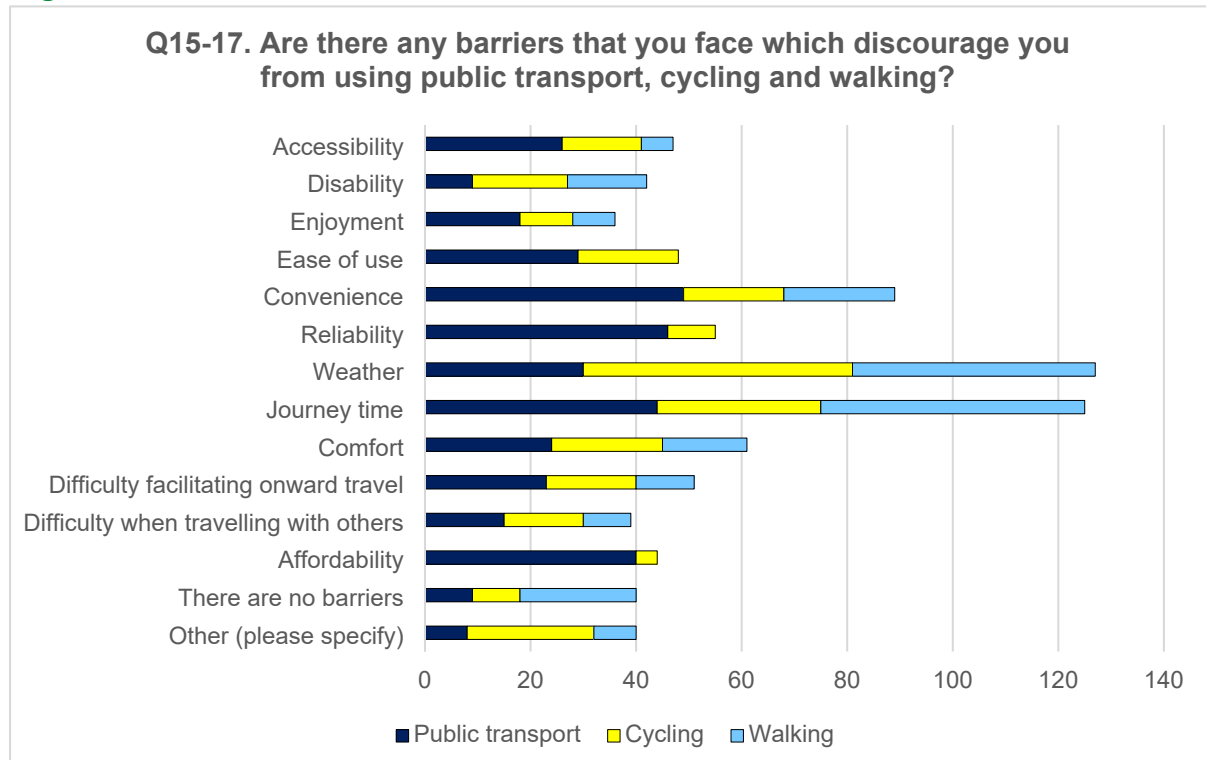
- High costs for public transport, particularly high train fares during peak times
- Bus routes do not cater for them by not going to their destination, for example large shopping centres
- Personal safety, particularly for females
- Unclear timetables
- Poor frequency

The largest barriers for cycling are weather (51%), journey time (31%), and 'other' (24%). Reasons for selecting 'other' included:

- Not being able to transport pets on a bicycle
- Not being able to carry a weekly shop on a bicycle
- Personal health issues such as asthma when cycling in Slough
- Not having access to a bicycle in Slough
- Not having storage or shower facilities at work
- Risk of theft, even when using suitable bicycle locks
- Not being able to ride a bicycle
- Safety concerns, specifically on main roads in Slough and travelling at night
- Distance
- Lack of safe and secure parking facilities
- Poor quality paths and tracks
- Risks associated with other road / path users
- Lack of cycling routes

In regards to walking, the largest barriers are journey time (50%), weather (46%) and convenience (21%). Specific barriers listed under 'other' include:

- Air pollution exposure, for example due to bus lane congestion
- Distance and time of travel, for example at night
- Unpleasant environment
- Safety
- Duration

Figure 23: Barriers to sustainable travel modes

Question 18 asked respondents about what would motivate them to start travelling, or travel more often, using sustainable travel modes (i.e. via public transport and/or active travel) in and around Slough. The respondents were provided with a list of factors to select, along with an 'other, please specify' option.

Figure 24 presents the results. The options that received the most votes were those that were associated with public transport, with lower train fares and lower bus fares receiving the most votes at 52 and 48, respectively. The next highest votes were towards bus service improvements, including more reliable bus journeys (46 votes), more frequent buses (44 votes) and more direct bus routes (36 votes). As public bus received the second highest votes when respondents were asked about possible alternative travel modes, these responses highlight that improvements to bus service provision are imperative to increasing use.

The options provided under walking and cycling received much fewer votes (8 on average). The measure with the highest number of votes was provision of safe, segregated cycle routes at 15 votes, whilst the lowest was bicycle purchase support at 2 votes.

Nine respondents had selected 'other, please specify'. Some respondents raised further incentives, such as:

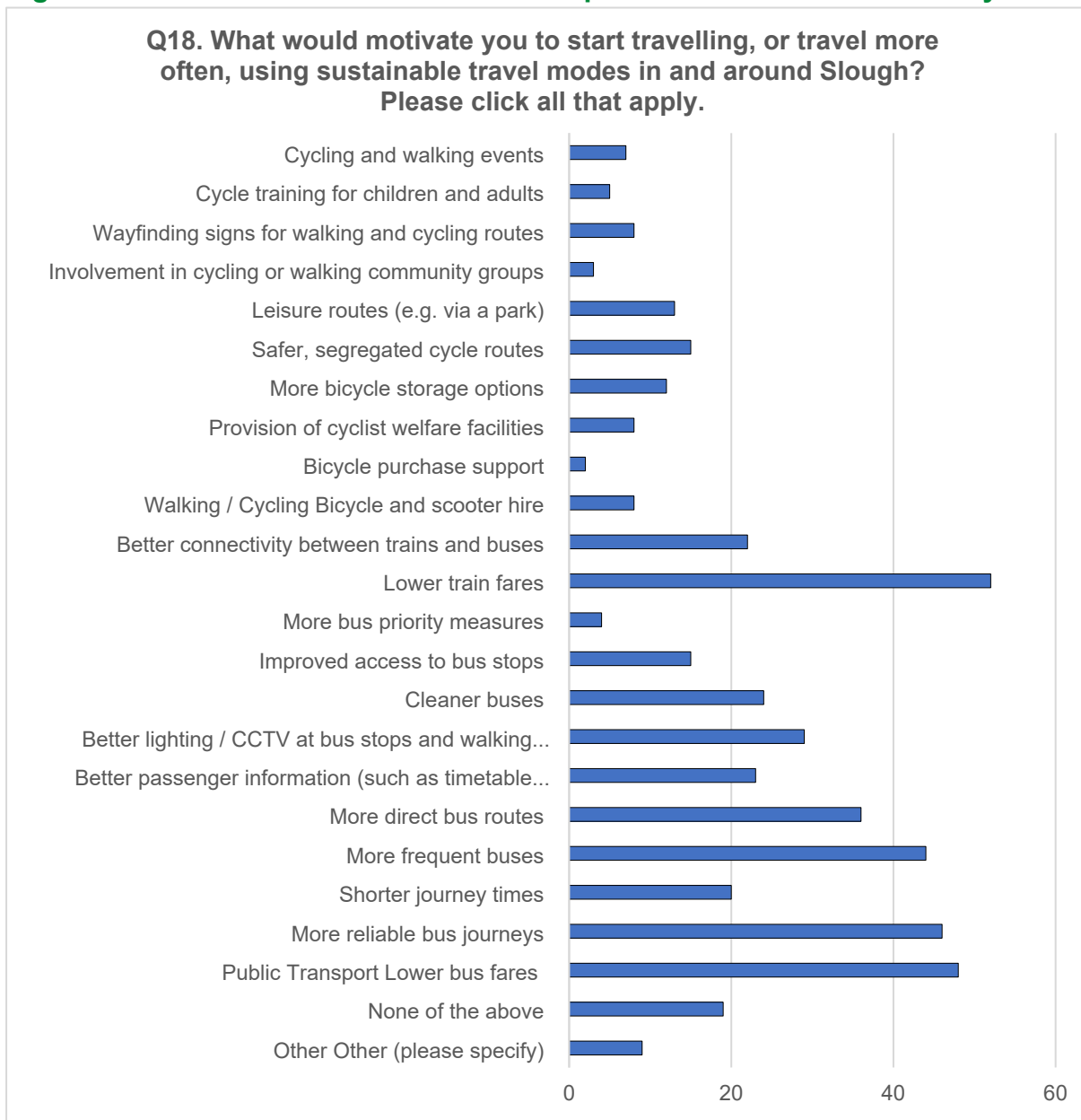
- Better parking options further away near schools to encourage parents to park further away from schools and walk - e.g. linking with local shops and car parks to encourage use for school drop offs/pick ups.

- Bus incentives such as free bus fares, bus passes and bus fare caps, and introducing these to trains. Some specific routes were mentioned including 106/107 routes in regards to extending their operating hours.
- Increasing parking and adopting a scheme to reduce the cost of parking for residents.

Many respondents used the free text box to outline further reasons why they prefer to use their car over public transport or active travel modes, including:

- Time constraints
- Safety concerns and wanting to travel alone via car
- Poor cleanliness of public transport

Figure 24: Factors that would motivate respondents to travel sustainably



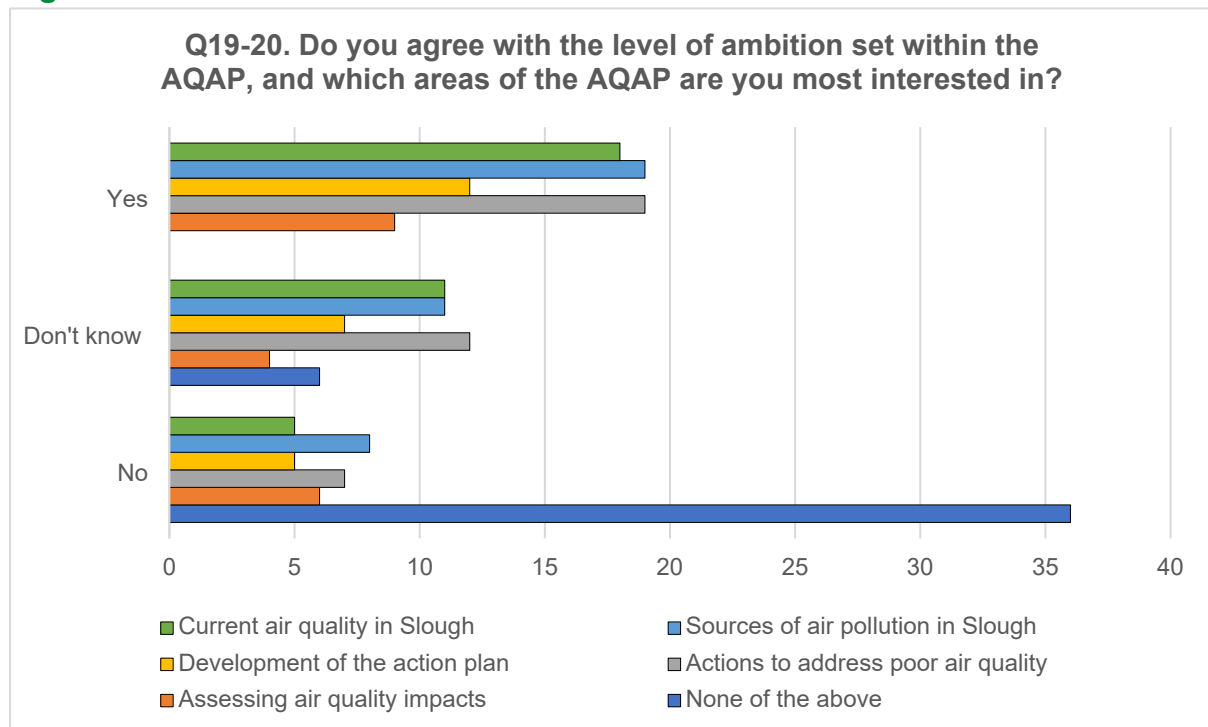
2.4 Views on the action plan objectives and proposed measures

This section of the survey (Q19-34) aimed to understand the respondent’s views on the objectives and measures of the AQAP, indicating their level of support or opposition using a Likert scale and providing open text boxes for respondents to state areas of agreement or disagreement.

Question 19 asked respondents whether they agree with the level of ambition of the action plan, with results shown in Figure 25. In total, 27 respondents agreed, 24 indicated that they didn’t know, and 49 respondents did not agree. The consultation did not ask the reason for people’s choices, however of the 49 respondents who did not agree with the level of ambition of the action plan, 23 agreed or strongly agreed that air quality was important to them in Question 3, therefore suggesting that these individuals would want a more ambitious plan.

Question 20 that followed asked which areas of the action plan the respondents were most interested in, also presented in Figure 25. Generally, respondents who did not agree with the level of ambition of the action plan, also were not interested in any specific section of the action plan (36 people selected ‘none of the above’ after indicating that they did not agree with the level of ambition of the action plan in Question 19). The two most popular sections of the action plan were ‘sources of air pollution in Slough’ and ‘actions to address poor air quality’ (38 votes each).

Figure 25: Ambition of the AQAP and main areas of interest



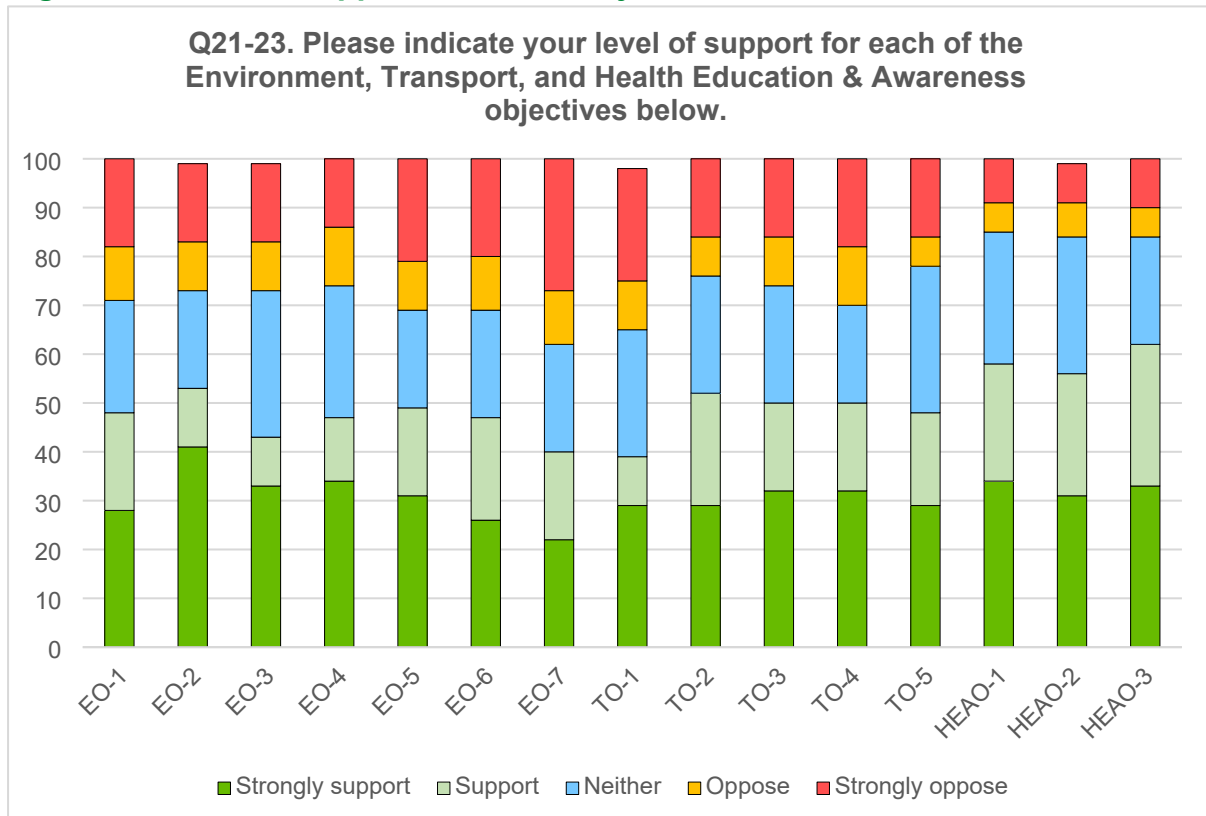
Questions 21-23 asked respondents to indicate their level of support for each of the action plan objectives, shown below in Table 2.

Table 2: AQAP objectives

Environment Objective 1 (EO-1)	Undertake statutory duties to monitor, review and manage air quality
Environment Objective 2 (EO-2)	Ensure that air quality is a key consideration in all planning applications and support the Council's clean air ambitions at new developments
Environment Objective 3 (EO-3)	Reduce vehicle and building emissions associated with Council operations
Environment Objective 4 (EO-4)	Reduce emissions from staff e.g. vehicles associated with Council staff 'grey' fleet to improve air quality and meet carbon targets
Environment Objective 5 (EO-5)	Reduce emissions from public transport by implementing emission standards via partnerships and promoting ultra low emission vehicle use with operators
Environment Objective 6 (EO-6)	Work in partnership with stakeholder groups to reduce emissions from vehicles and buildings
Environment Objective 7 (EO-7)	Work in collaboration with council officers to deliver the Air Quality Action Plan & LES Programme and promote the air quality agenda
Transport Objective 1 (TO-1)	Implement major infrastructural change, focusing on active travel, public transport and traffic management.
Transport Objective 2 (TO-2)	Increase uptake on public transport
Transport Objective 3 (TO-3)	Manage vehicle parking in Slough to achieve balance between accommodating growth and managing congestion
Transport Objective 4 (TO-4)	Implement traffic management measures to improve traffic flow and manage congestion
Transport Objective 5 (TO-5)	Improve the uptake of walking and cycling by making active travel an attractive travel option
Health Education & Awareness Objective 1 (HEAO-1)	Work in partnership with communities, businesses, schools and healthcare establishments to improve air quality
Health Education & Awareness Objective 2 (HEAO-2)	Improve information dissemination to the public regarding air quality
Health Education & Awareness Objective 3 (HEAO-3)	Improve education and awareness of air quality to promote healthy choices in relation to physical activity, transport, energy efficiency, smoke control and indoor air quality.

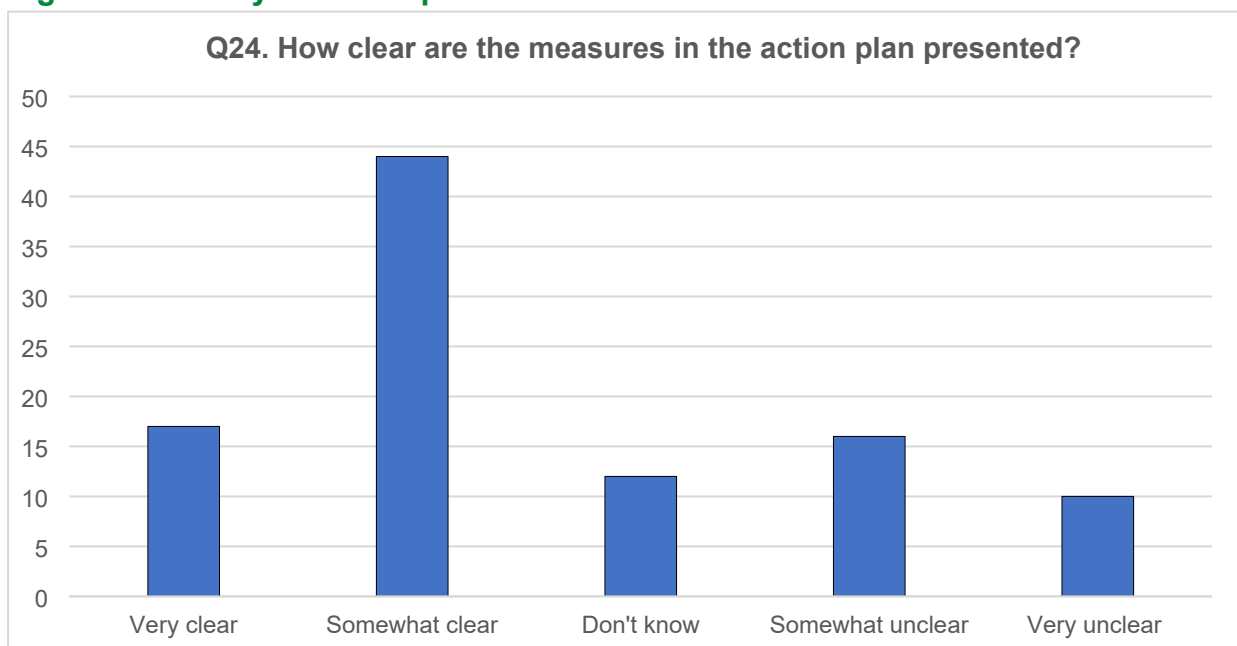
The results shown in Figure 26 indicate that the Health Education and Awareness objectives received the most support and the least objections, followed by environment objective EO-2 (planning controls) at 53 votes and transport objective TO-2 (public transport) at 52 votes. The environment objective that received the most opposition was EO-7 (collaborative delivery) with 38 votes, whilst the transport objective with the most opposition was TO-1 (major infrastructural change) with 33 votes.

Figure 26: Level of support for AQAP objectives



Question 24 asked respondents how clearly presented the measures were in the action plan, with results shown in Figure 27. In total, 61 respondents selected that the measures were ‘very clear’ or ‘somewhat clear’, whilst 26 respondents selected that the measures were ‘very unclear’ or ‘somewhat unclear’.

Figure 27: Clarity of action plan measures



Questions 25-30 asked respondents to indicate their level of support for each of the measures in the action plan, and to select which measure out of the environment, transport, and health education & awareness subsections that they considered to be the top priority. The measures under each heading are listed below in Table 3 – 5 for reference.

Table 3: Environment measures

EM3	Set minimum emission standards for all major contracts
EM6	Update to the Slough Low Emission Strategy
EM7	Creation of a strategic Slough public charge point network (residential)
EM8	Implement EV (rapid and fast) off-street and car park programme
EM9	Implement EV (rapid and fast) on-street programme
EM10	Develop and implement an electric car club across the borough
EM11	Deliver Defra funded taxi demo project
EM12	Install a network of rapid charging facilities to support plug-in taxis
EM14	Support delivery of government funded retrofit projects (e.g. HUG2)
EM15	Support implementation of District Heating plans
EM19	Re-introduce minimum emission standards for taxis

Table 4: Transport measures

TM1	Implement Slough Electric Cycle and Scooter Infrastructure and Hire programme
TM4	Cycle scheme from Burnham Station to A4 via Station Road
TM5	Foxborough Cycle Lane between Langley High Street and Junction 5 Footbridge
TM6	Introduce segregated A4 cycle highway (including provision of cycle docking)
TM7	Implement Destination Farnham Road scheme
TM9	Review parking controls and policies in regards to new developments
TM10	Investigate the feasibility of introducing anti-idling controls in hotspot areas
TM11	Investigate the feasibility of implementing charging or banding levels for car parking, parking permits (residents, businesses etc) and season tickets based on CO ₂ emissions from vehicles
TM15	Explore use of traffic calming measures within Air Quality Management Areas

Table 5: Health Education & Awareness measures

HEA1a	Redevelop and relaunch Smarter Travel Programme
HEA1b	Develop travel plan toolkit for businesses, schools, healthcare establishments and local communities

HEA1c	Launch a road safety education and training programme for businesses, schools, healthcare establishments and local communities
HEA1d	Develop an events delivery plan for businesses, schools, healthcare and communities
HEA1e	Establish a school partnership to increase physical activity through active travel initiatives and raising air quality awareness through the school system
HEA1f	Deliver a campaign focusing on roadside emissions including emission and exposure reduction solutions

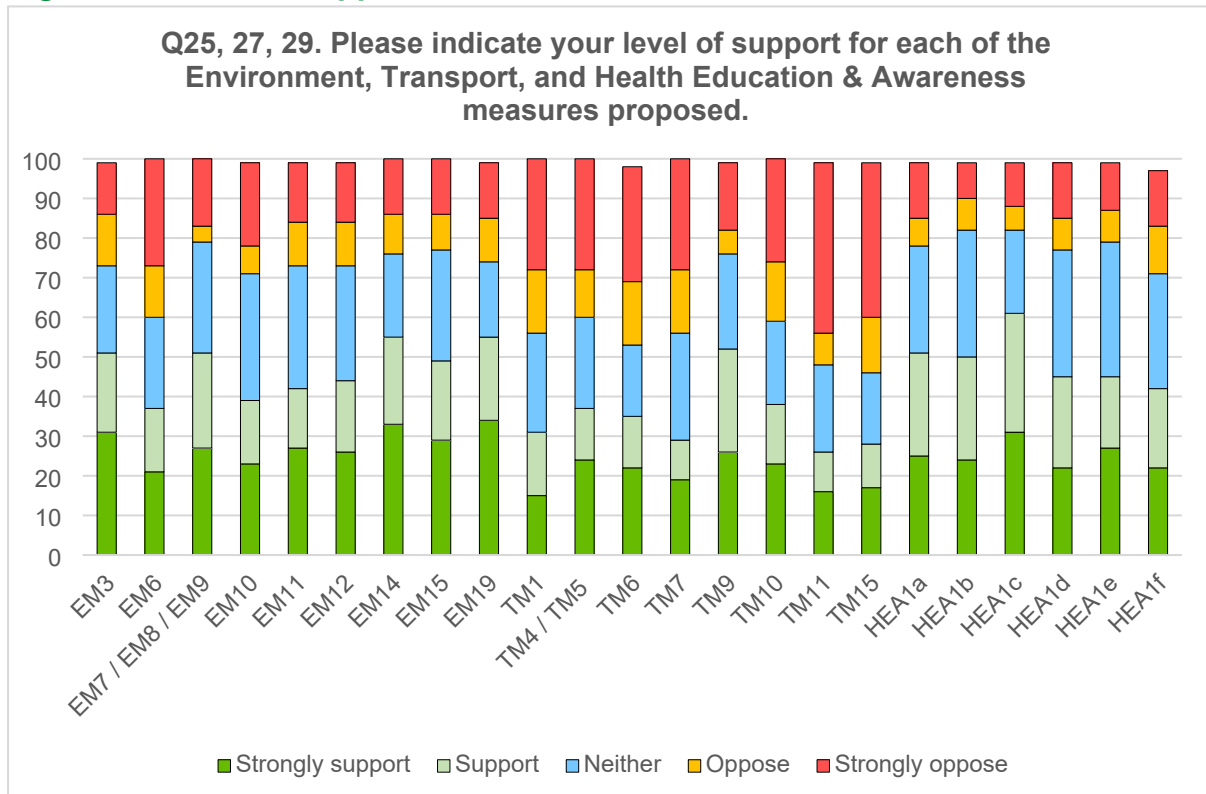
Figure 28 below indicates that overall, the greatest support was shown for the Health Education and Awareness measures, whereas transport measures received the most opposition. Every measure however has seen some level of support, with the least popular measure still having 28 votes of support. On average across all measures, approximately 25% neither support nor oppose the measures proposed.

In regards to Health Education and Awareness measures, HEA1c (road safety) received the greatest support with 61 votes. The measure with the greatest opposition was HEA1f (emissions campaign) with 26 votes. It should be noted however that 23 of these respondents also selected that they disagree or strongly disagree that there is an air quality problem in Slough, which helps to explain this result.

From the environment measures, EM14 (retrofit projects) and EM19 (taxi emission standards) received the most votes of support, at 55 each. The greatest opposed measure with 40 votes was EM6 (Low Emission Strategy update). As this is measure intends to embed the updated planning guidance (which was generally supported in the response to Q21) into the updated strategy, this objection is not clearly understood. As with the Health Education and Awareness measures, those who did not agree that there was an air quality issue in Slough had voted negatively towards this measure (26 votes).

In regards to the transport measures, generally there is greater opposition than support for the measures proposed. Measure TM9 (parking review) received the most support with 52 votes. In contrast, TM15 (traffic calming) received the most opposition with 53 votes.

Figure 28: Level of support for AQAP measures

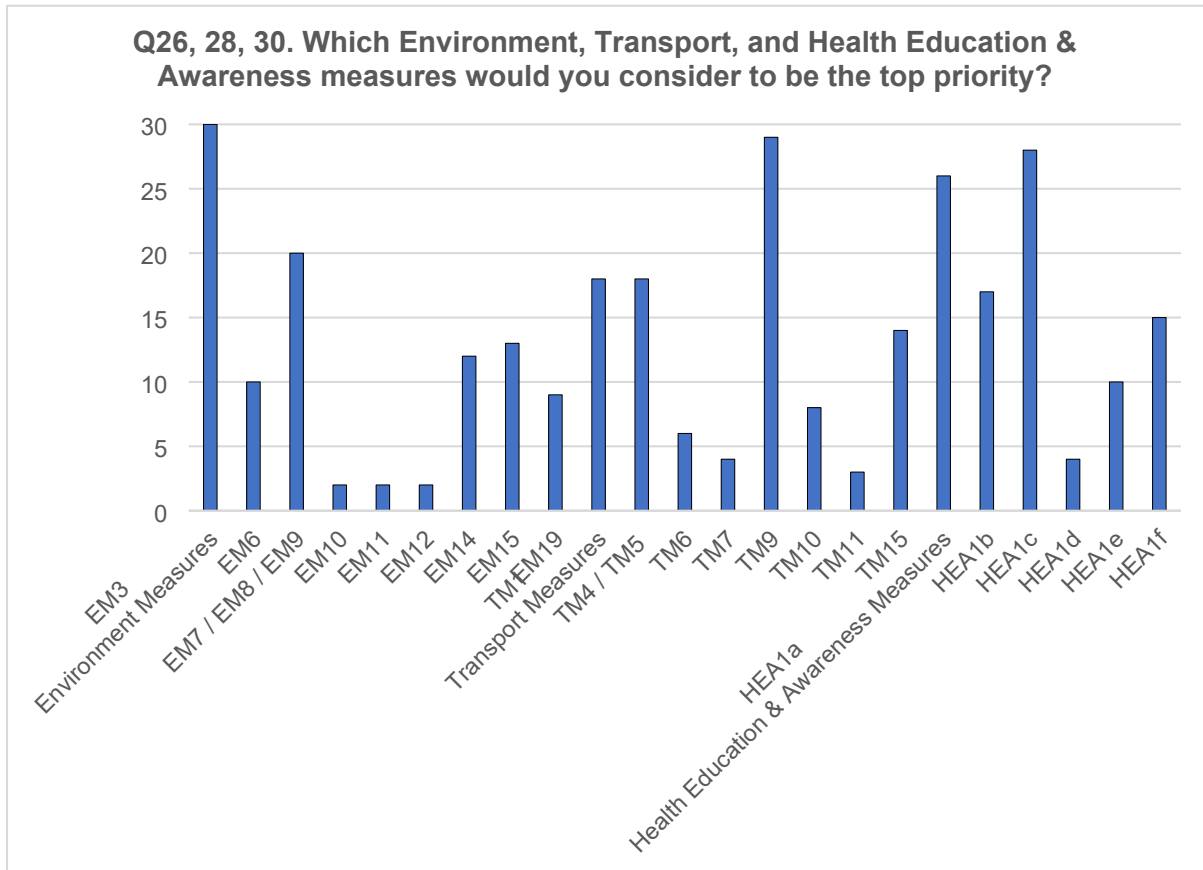


In regards to the top priority measures from Environment, Transport, and Health Education & Awareness, there were none that received no votes (see Figure 29). The Environment measure which was selected by the most respondents as the top priority was measure EM3 (minimum standards for contracts) with 30 votes, followed by measures EM7 / EM8 / EM9 (electric vehicle charging infrastructure) with 20 votes. Measures regarding car clubs (EM10) and taxi emissions (EM11 and EM12) received the least votes.

The Transport measure selected by the most respondents as the top priority was measure TM9 (parking review) with 29 votes, whilst the measure with the least votes was TM11 (car parking charges) with 3 votes.

Within Health Education and Awareness, the measure selected most by respondents as the top priority was HEA1c (road safety programme) with 28 votes. The least votes were received by measure HEA1d (events delivery plan), with 4 votes.

Figure 29: Top priority measures from Environment, Transport, and Health Education & Awareness measures list



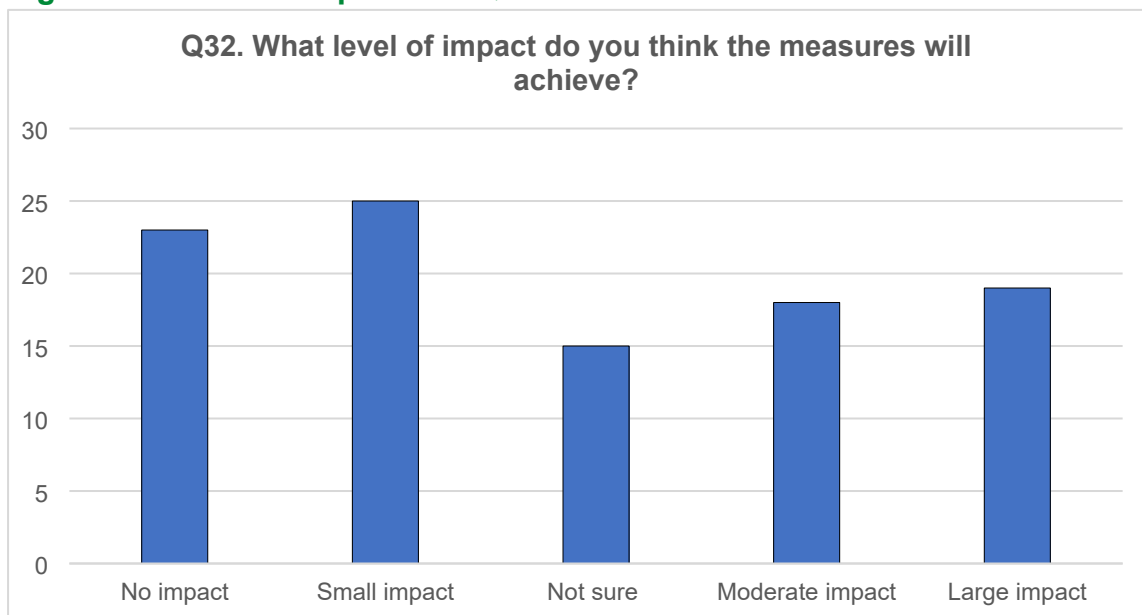
Question 31 that followed, asked respondents to state any measures that they do not support. The responses were broad and detailed, and have been summarised in the points below:

- Some respondents raised general views on the council's use of funds and raised concerns about high council tax. These respondents have therefore raised concerns about further costs that they may incur as a result of council or government schemes, for example upgrading to a boiler with higher operating costs, whilst some raised a lack of belief that air quality is of concern.
- Many respondents raised strong opposition to measures which restrict or penalise motorists either via travel restrictions (e.g. road closures), travel charges (e.g. ULEZ schemes) or parking charges (e.g. CO₂ based parking permitting) as this increases costs for motorists. These respondents raised that they are not able to afford new cleaner vehicles and should not be charged as a result. One respondent in particular raised that there is a lack of support available to help someone who needs a car to upgrade their vehicle.
- Some residents raised concerns that the transport schemes including cycle lanes, bus lanes and traffic calming will cause an increase in congestion and therefore a worsening of air quality. One resident also raised concerns about the town centre parking strategy.

- Some respondents raised concerns about bus lanes and poor bus service provision, stating that they are unsuitable for all routes, very expensive and do not suit their lifestyle.
- Some respondents raised a general lack of support for cycle schemes, raising that they are likely to be unsuccessful due to the weather, and due to inaccessibility for Muslim women. One respondent also raised that they would not support measures that push women to travel alone, highlighting safety concerns.
- Many respondents raised a lack of support for eScooter schemes, highlighting concerns about safety of pedestrians on footpaths due to a lack of control and enforcement on their use. These respondents also raised concerns about footpath space, as eScooters are frequently abandoned and block pathways.

Question 32 asked respondents what level of impact they think the measures will achieve (see Figure 30). The majority of respondents indicated that the measures would have no impact (23%) or a small impact (25%). Collectively however, 37% of respondents indicated that the measures would have a moderate or large impact.

Figure 30: Level of impact of AQAP measures



Question 33 asked if there are any further actions that the council should consider, whilst Question 34 asked if the respondent had any other comments. Table 6 below considers the feedback on new measures provided by respondents using the open text boxes to these questions, and summarises the council response to these.

In many cases, the themes that have been suggested by respondents are represented in the AQAP. As such, the wording of the relevant measures has been updated to incorporate these suggestions where necessary. Any measures that are not already represented in the AQAP have been incorporated into the corresponding long list of measures table.

Table 6: New measures raised during the consultation and council response

Topic	Measure	AQAP Objective Alignment	New or Existing Measure	SBC Response	Change
Air quality monitoring	Air quality monitoring to see where the specific area of pollution is and those should be dealt with first	EO-1 & HEAO-2	Existing	The AQAP report outlines the extent of the council's monitoring network and highlights main areas of concern within AQMAs, with the highest concentrations identified at Yew Tree Road. All of the borough's AQMAs are declared as such due to exceedances of the NO ₂ objective, with emissions from private cars being a large contributing factor. As such, measures to reduce these emissions shall improve concentrations boroughwide. This measure is encapsulated within two existing objectives: EO-1 which focuses on undertaking statutory duties to monitor, review and manage air quality, and HEAO-2 which focuses on improving information dissemination to the public regarding air quality.	No change
Air quality monitoring	Quantification of the impact of flights into and out of Heathrow on air quality in and around Slough with an aim to reduce	EO-1 & EO-6	New	This measure broadly aligns with environment objectives EO-1 (monitoring and review of air quality) and EO-6 (working collaboratively with stakeholders to reduce emissions). This measure has been incorporated into the long list of measures of the action plan as a new measure.	New measure added within environment long measures list under E-06: "Work collaboratively with Heathrow Airport to quantify the impact of flights into and out of Heathrow on air quality in and around Slough, with an aim to reduce"
Air quality monitoring	Provision of an independent monitoring facility which is able to report emissions from Grundons on a continuous basis	EO-1	Existing	As part of its planning consent, Grundons Energy from Waste operate a continuous monitoring station on their site, with data shared publicly via the Air Quality England website ¹ . As such, this measure is already implemented so no changes are required.	No change.
Air quality monitoring	Further analysis of the emissions from the Grundon energy from waste plant	EO-1	Existing	As mentioned above, Grundons Energy from Waste undertake continuous monitoring on their site, which is publicly available on the Air Quality England Website. As part of their permit, Grundons also monitor emissions from the stack and report these concentrations to the Environment Agency to show compliance with specific emission limits. If exceeded, Grundons would be in breach of the permit and operations would cease. The council has limited influence over this process, however the council has confidence that the Environment Agency have processes in place to control emissions from this source. The text in the long list of measures table has been updated however to ensure that information on permits is publicly available.	Updated wording within environment long measures list under EO-1: "Review and manage Part A2 and Part B processes, and ensure information on Part A1 sites is publicly accessible" .
Public transport	Buses should be free to encourage use	TO-2	Existing	Two measures are included in the action plan associated with bus fares (to lower fares and to simplify fares). It is expected that as part of the delivery of these measures, the feasibility of reducing the fares to zero will be assessed. These measures form part of the Bus Service Improvement Plan (BSIP) which is due to be updated this year. As such, this is considered as an existing measure of the action plan, however the wording of the measure has been updated to reflect this suggestion.	Updated wording within transport long measures list under TO-2: "Reduce fares by 20% to align with neighbouring authorities and train fares, or further where feasible, and introduce multi-operator fares" .
Public transport	More buses are needed	TO-2	Existing	This measure is included in the long list of measures for transport under objective TO-2, however had scored poorly for viability due to a lack of funding to support the measure, and was therefore not shortlisted into the core AQAP measures list. If funding support was to become available, this measure will be promoted to the core list. Additionally, opportunities within the Enhanced Bus Partnership may be available to increase frequency, therefore this option shall be explored. A measure has therefore been added to ensure ongoing collaboration with bus service providers.	New measure added within transport long measures list under TO-2: "Work collaboratively with bus operators via the Enhanced Bus Partnership to improve bus services (frequency and reliability) in Slough"
Public transport	Bus stops should be covered with bus shelters	TO-2	New	This measure aligns with transport objective TO-2, to increase public transport use. An existing measure is in the long measures list regarding improving the accessibility of bus services, which this suggestion would contribute towards. The wording has therefore been updated to include bus shelters specifically.	Updated wording of within transport long measures list under TO-2: "Invest in accessible and inclusive bus services: addressing bus stops that don't meet accessibility standards, filling in bus stop laybys, reviewing facilities at the bus station, improving circulation for wheelchairs and buggies, mandating 'next stop' screens and announcements, and provision of bus shelters"

¹ Slough Lakeside 2 Latest Data - Air Quality monitoring service (airqualityengland.co.uk)

Topic	Measure	AQAP Objective Alignment	New or Existing Measure	SBC Response	Change
Public transport	Enhanced train service should be provided from Slough to Paddington	TO-2	New	Currently, there are 202 trains scheduled from Slough to Paddington per day (over 8 per hour on average), with departures ranging from every 4-14 minutes (ref. Trainline). A new measure has been added into the action plan to ensure a focus remains on working collaboratively with train operators to improve and enhance services, to improve uptake on public transport.	New measure added within transport long measures list under TO-2: "Work collaboratively with rail operators and network rail, to improve and enhance services to key destinations"
Public transport	Park and ride schemes outside the area	TO-1 & TO-2	Existing	Aspirations for park and ride are included in the Strategic Transport Infrastructure Plan (STIP), developed in December 2020. At the time of writing, the STIP has not yet been approved by the Slough Borough Council Cabinet and there is ambiguity on the feasibility of its delivery following the COVID-19 pandemic and S114 implementation. As such, major infrastructural schemes which featured within the STIP have not been included in the action plan at this time, including park and ride. Should any of the schemes be considered for adoption, they shall be incorporated into the action plan via the annual reporting processes at that stage.	No change
Traffic management	Focus on traffic moving rather than traffic calming, to address stationary traffic and queuing at traffic lights (particular areas of concern include Stoke Road, Farnham Road, Stoke Poges Lane, Wexham road, Langley Road, and Langley Hight Steet)	TO-4	Existing	Traffic management measures feature in the transport long measures list, under TO-4. These were not shortlisted due to scoring low for viability resulting from limited funding. Both traffic moving and traffic calming measures will be fully evaluated for viability and potential impact prior to their implementation.	No change
Traffic management	Put in place a deterrent to discourage motorway traffic from travelling through Slough to avoid closures or incidents on the M4. This however should not impact residents of the borough	TO-4	New	One of the most affective deterrents to stop drivers passing through an area is a Low Emission Zone. Consultation feedback suggests that a measure such as this would not be supported by many residents. At the time of writing, implementation of such a zone is unlikely to be viable in terms of feasibility and cost. Alternative deterrents will however be explored through the implementation of traffic management measures.	New measure added within environment long measures list under EO-6: "Explore options in collaboration with National Highways to deter road users travelling through Slough to avoid incidents or traffic on the M4 motorway"
Traffic management	Providing drop off areas outside of school zones where parents could drop off their children, for them to then travel to school via sustainable modes, to reduce congestion during peak school hours	TO-4 & HEAO-1	Existing	Measure HEA1e is specific to establishing a partnership with schools, to increase physical activity through active travel initiatives and raising awareness of air quality. This measure is therefore encapsulated within HEA1e, as the council will be working with schools to increase sustainable travel to school including drop off zones, which is expected to have a positive impact on school travel related congestion.	No change
Traffic management	Managing and planning roadworks by liaising with contractors to ensure that alternative routes are available for road users	TO-4	Existing	This measure is included in the long measures list for transport, under TO-4 (traffic management). This measure was not shortlisted due to scoring low for viability, but will be promoted if funding becomes available for its implementation.	No change
Parking	Making parking on pavements illegal and enforcing this	TO-3	Existing	A new parking strategy is due to be developed which will revisit parking interventions in Slough, and parking requirements for new developments. This will bring further opportunities to manage parking more effectively, which would have an indirect benefit to air quality.	No change
Parking	Offering loyalty cards to residents with reduced parking fares	TO-3	New	Due to the parking issues in Slough, a new parking strategy is being developed. This measure shall be raised with the responsible officer for consideration but will not be included in the action plan at this time.	No change

Topic	Measure	AQAP Objective Alignment	New or Existing Measure	SBC Response	Change
Parking	Reducing the availability of free or low cost parking for staff, with the exception of disabled staff or staff for whom it is essential to drive	TO-3 & HEAO-1	Existing	It is presumed that this comment is relating to staff at the council. Observatory House does not have free parking for staff, and a measure within the long measures list includes redevelopment of the staff travel plan to increase sustainable travel. In terms of parking for businesses, the council will work with businesses collaboratively to increase sustainable travel to work (HEAO-1) and reduce the need for parking provision.	No change
Parking	Manage parking for new developments and not supporting developments with zero parking	TO-3	Existing	Development of the parking strategy is an existing measure of the action plan. The new parking strategy will include a review of parking controls and policies in regards to new developments, to manage town centre parking. A section in the action plan (Section 5.2.2 and Table 5.2) acknowledges the parking impact of nil parking developments and intends to address this through the new strategy.	No change
Parking	More support from the police and council to assist all schools with illegal parking (e.g. on zig-zag lines and on double yellow lines)	TO-3 & HEAO-1	New	A measure in the long list of measures for health education & awareness is to establish a school partnership to increase physical activity and raise awareness of air quality. This partnership shall also provide an avenue for schools to raise specific issues they experience in increasing active travel uptake and reducing private vehicle use (including staff and parents), which the council will endeavour to support. As such, the text within the main AQAP report has been updated to reflect this.	Wording in AQAP report, under School Partnership (HEA1e) updated to include: "The school partnerships shall also be an avenue for schools to raise specific issues they experience with increasing active travel and reducing car use. The council will actively work with schools to assist in resolving these issues".
Parking	Ensuring the impact of parking schemes are adequately monitored and enforced	TO-3	Existing	Objective TO-3 relates specifically to managing vehicle parking, as it is recognised that there is an issue of antisocial parking behaviour and significant parking pressure in Slough. Enforcement and monitoring of parking schemes are undertaken as business as usual within the Council's parking team. The Department for Transport is currently running a project looking at how the Traffic Regulation Order legislative framework can be improved, to make TROs easier to implement, including for pavement parking. This will allow the council to have more powers to enforce against antisocial parking behaviours and reduce illegal parking in Slough.	No change
Parking	Parking charges based on CO ₂ emissions specifically for businesses	TO-3	Existing	This measure exists in the action plan under TM11. It should be noted that this measure is to investigate the feasibility of implementing charging based on CO ₂ emissions from vehicles associated with residents and with businesses, and will only be implemented if deemed viable.	No change
Vehicle emissions	Expansion of the ULEZ to include Slough, to address the number of vehicles in Slough with smoking exhausts	No alignment	New	This measure has not been considered in the development of the action plan, as it is not likely to be a financially viable option to deliver. In addition, evidence in the AQAP modelling indicates that compliance with the air quality objective for NO ₂ can be achieved without the implementation of a ULEZ in Slough. This however will be reconsidered if concentrations do not improve over the lifetime of the action plan.	No change
Vehicle emissions	Focus on fleet vehicles, buses, taxis etc, rather than private cars	EO-3, EO-5 & EO-6	Existing	As indicated in the source apportionment study, private vehicles are a large contributing factor towards NO ₂ concentrations in Slough. As such, many of the measures focus on this source, however measures which address emissions from vehicles associated with the council (EO-3), public transport (EO-5) and businesses (EO-6) have also been considered, with most featuring in the long list of measures.	No change
Vehicle emissions	Support of hybrid vehicle infrastructure	EO-7	Existing	Within the Low Emission Strategy programme are a number of measures to increase electric vehicle charging infrastructure for residential use. A project is currently being delivered to increase residential accessibility to charging, funded by the government Local Electric Vehicle Infrastructure fund. As such, this measure is already included in the action plan so no changes are necessary.	No change

Topic	Measure	AQAP Objective Alignment	New or Existing Measure	SBC Response	Change
District heating	Involve the community in conversations about utilising waste heat from data centres to heat the houses/swimming pools	EO-6	Existing	Measure EM15 of the action plan focuses specifically supporting the implementation of district heating. The wording of the main AQAP text however has been updated to ensure that residents are kept informed of this workstream.	The text within the AQAP main report has been updated to include the following text under heading 'low emission heating (EM14, EM15)' in reference to district heating projects: "Feedback from the consultation indicated that residents want to be involved in this process, therefore it is expected that public engagement shall be conducted to ensure residents views are included, should a proposal come forward"
Land use planning	Provide local facilities (schools, dentists, hospitals, police stations) for local people within the area, to reduce the need for people to travel into Slough from outside areas and to address capacity issues	EO-2	New	This measure was considered at an early stage of the AQAP development, but was considered out of scope of the AQAP. This approach however is being considered in the development of the Local Plan and public health strategies, due to wider cross-discipline benefits.	No change
Community support	Provision of community facilities to engage with young people, families and struggling adults	No alignment	New	The council acknowledge that this measure would have positive impacts on the community, however it does not fall within scope of the AQAP, and as such, has not been included in the action plan. This feedback however will be shared with the relevant council department for consideration.	No change
Council leading by example	Lead by example with all council employees using active travel to give first hand insight into walking and cycling in Slough	EO-4	New	This measure most closely aligns with EO-4, which focuses on reducing emissions from staff. This also aligns with a measure within the environment long list of measures, to develop the staff travel plan to promote sustainable travel modes to work. As such, this measure is already represented in the action plan so no changes are necessary.	No change
Council leading by example	Work in collaboration and cohesively across all council departments to ensure decisions taken are not contradictory and measures which are put in place are supportive and do not act as barriers to users	All objectives	Existing	Defra has published the Local Air Quality Management Policy Guidance (PG22) for local authorities in England (excluding London). The guidance is statutory and all local authorities must have regard to it. The guidance stipulates that councils are expected to work on a cross partner basis, engaging with public health bodies and public transport providers as well as working on a cross departmental basis. Whilst not a specific measure in the action plan, collaboration and cross departmental working are essential for delivery and are embedded throughout the action plan.	No change
Active travel	Restart Bikeability training and make it available to all, including residents	HEAO-1 & HEAO-3	Existing	Whilst Bikeability is currently available for schools, the council understand the benefit it will bring for residents. Part of the Health and Education Objective HEAO-1 includes working collaboratively with communities to improve air quality, which includes delivering Bikeability as part of a measure to improve training and education of road safety. As such, this measure is already represented in the long measures list and the council will endeavour to deliver this measure.	No change
Active travel	Introduce joined up infrastructure with suitable secure parking for cyclists/scooters along the routes that get people around Slough safely	TO-2 & TO-5	Existing	A measure within the long measures list under transport objective TO-2 is to create a connectivity and accessibility programme to facilitate sustainable travel across the borough. This has overlap with TO-5, as both have an ambition to improve uptake on public transport and active travel, by improving the connections between the two. As such, this measure is already represented in the action plan's long list of measures, however the wording of this measure has been updated to include provision of adequate storage facilities.	Updated wording of within transport long measures list under TO-5: "Develop a boroughwide, uniform approach to wayfinding, signage and maps for walking and cycling, linking up with different service areas, providing adequate storage facilities, and focusing on both leisure and practical routes"
Carbon reduction	Promotion of plant based eating, to improve health of residents whilst reducing carbon emissions	No alignment	New	The AQAP is specific to improving air quality in the borough. Whilst these measures are of value, they do not fall into the remit of this action plan. These measures are however represented within the council's Climate Change Strategy and Action Plan, available on the council webpage ² . This measure shall be communicated with the	No change

² Slough's Climate Change Strategy and Action Plan – Slough Borough Council

Topic	Measure	AQAP Objective Alignment	New or Existing Measure	SBC Response	Change
				Public Health team also, for inclusion in their strategies dealing with healthy eating. As such, this measure will not be included in this action plan.	

Some respondents used the open text boxes to raise further concerns about transport and air pollution. This included:

- Concerns about the change in fuel source material for the power station located in Slough and its impact on air quality.
- A lack of adequate parking associated with religious buildings, resulting in illegal parking in residential areas.

Some respondents used the open text boxes to raise their views on other areas where the council should focus its priorities. A number of measures were raised that are not directly related to air quality and have such been interpreted as alternative priorities that are important to those who had responded to the consultation. These suggestions will be raised with the relevant departments for consideration. This includes:

- Financial management: reducing the council's financial deficit, improving council efficiency, reducing council contractors' rates, more open competitive bidding, and reducing council tax.
- Waste management: the town being clean, having weekly bin collections, having non-chargeable green bin collections, and improving recycling.
- Noise pollution: reducing noise pollution from London Heathrow Airport.
- Road maintenance: improving roads and their maintenance, and fixing potholes.
- Green spaces: maintaining biodiversity, and cutting back overgrown hedges.
- Public transport: removal of the A4 bus lane and continued closure of the bus station, as the layout was not efficient for bus operators.
- Social care: prioritising social care and children's services.
- Town centre regeneration: start revitalising the area, make it a place that people will want to come to and visit with good shopping, great parks and restaurants and a vibrant culture and community, not a place that restricts the motorists and detracts visitors.
- Safety and crime: maintain lighting, working collaboratively with Thames Valley Police to improve safety on Slough streets to improve active travel uptake.

3 Summary

The survey results indicate that the 100 respondents who took part are representative of the wider Slough population as in most cases, the characteristics of respondents reflect that of the wider community, and in some cases certain groups have stronger representation in the consultation, such as those with a disability.

The results indicate that for the majority of respondents, air quality is important to them, however fewer believe that there is an air quality issue in Slough. Some of these respondents have raised concerns about traffic later in the survey, suggesting that the link between congestion and air quality is not clearly understood.

Most respondents responded positively to questions regarding health, indicating that they consider themselves to be living a healthy lifestyle, are physically active, and are interested in improving their health. This suggests that initiatives that focus on improved health, alongside increases in active travel, are likely to be well received.

When asked about vehicle ownership, the majority of residents own a petrol or diesel vehicle, and most people have more than one vehicle per household. Far fewer respondents own a hybrid or electric vehicle. If given the choice, the majority of respondents would continue to use a petrol vehicle, however more respondents would prefer to own a hybrid vehicle and fewer would continue to use a diesel vehicle, compared with their existing ownership. The predominant factor in this selection was cost, alongside uncertainty and a lack of confidence in electric vehicles and provision of adequate charging infrastructure.

Respondents travel in and around Slough predominantly via private car, followed by public transport (bus / train) and walking. When asked to rank their top three most common modes, sustainable options including public bus and bicycle received few votes, however walking was the most common second choice after private car. The survey results suggest that private cars are mostly used for short journeys, predominantly for activities such as visiting shops, and is most popular due to convenience, reliability, accessibility and ease of use. Respondents who chose active travel modes (walking and cycling) as their first ranked mode choice did so due to convenience, improving health and wellbeing, and affordability.

When asked about other mode options that respondents would like to use or start using more often, public bus was the most popular alternative, and was selected mostly by those who chose car (petrol / diesel) as their first ranked mode choice.

When asked about barriers to alternative modes, the most barriers existed for public bus, including convenience, reliability and journey time. When asked specifically about sustainable travel modes, the main barriers were weather, journey time and convenience. This suggests therefore that there are opportunities to increase sustainable travel by addressing these barriers when considering sustainable travel scheme designs. When asked about factors that would motivate them to travel more

sustainably, as identified in previous responses, the largest factor was the cost of public transport.

The final set of questions asked respondents about their views on the ambition of the action plan, the objectives and the specific measures. Overall, respondents support the objectives of the AQAP, with every objective under Environment, Transport and Health Education & Awareness having greater support than opposition. In regards to specific measures, on average Environment measures are supported, whereas transport measures are generally opposed. Specific schemes that lack support include the cycle and scooter hire scheme, the A4 cycle lane scheme and Destination Farnham Road. These schemes have been through their own consultation process and as such, are discussed separately in respective reports. Other measures that are not supported include emissions based parking charges and traffic calming measures in AQMAs. This feedback will be considered when assessing suitability for implementation. Measures associated with Health Education & Awareness are generally supported, with the greatest support being for the road safety education and training programme.

Comments from respondents at the end of the survey indicate that cost to residents is the most significant factor in their response, therefore measures that impose further costs to residents are unlikely to be publicly supported. This will be taken into consideration when assessing the viability of measures, however measures are likely to be implemented where the benefits to the wider community are evident.

The above summary highlights that there are many opportunities available for improvements in air quality to be realised via sustainable travel behaviours, however it is evident that specific support will be required to enable people who live and work in the borough to change their mode preferences. The measures within the action plan are intended to support this change, however it is acknowledged that funding, both within local government and amongst residents, is the largest prohibiting factor, therefore securing of grants and Section 106 funding are likely to be most effective options to support AQAP delivery.

4 Next steps

The conclusions drawn from this public consultation will be used to inform the development of an implementation plan. This plan shall use the above feedback, in combination with the previously determined viability scores for each measure, to prioritise measures for delivery. Some measures are already in progress, supported by external funding for their delivery, whilst others are due to be delivered via existing officer resource, therefore there is more flexibility in how and when these are delivered. The implementation plan shall also consider measures within the long list of Environment, Transport, and Health Education & Awareness measures, as although these were not prioritised in the shortlist of measures due to having a lesser impact on air quality relative to others, they are equally important to achieving reductions in emissions, improvements in sustainable travel, and improved education on air quality and health, when considered collectively.

The implementation of the AQAP will be overseen by a joint working group, led by public health. This will ensure that progress of delivery will be continually monitored, ensure risks are identified and addressed, and that a collaborative approach to measure delivery and identification is maintained throughout.

Progress on the AQAP's delivery will be reported annually via the Defra Annual Status Reporting process. The council intend for updates on the action plan to be clear and transparent to residents, ensuring that information on the plan is publicly accessible via the council webpage. Defra's Technical Guidance (TG.22) stipulates that the action plan will act as a live document which is continually reviewed and developed, to ensure that current measures and new measures are brought forward. As such, this will be made available to the public via the council webpage and will be updated annually to reflect recent progress.