

BROOMHILL FORUM

Serving the community of Broomhill, Sheffield



Symposium Report

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FOREWORD & EXECUTIVE SUMMARY

Broomhill Forum organised a public symposium on 21 April 2012 on air quality in the Broomhill Ward, following expressions of strong concern previously raised at Forum meetings. The purpose of the Symposium was to:

- publicise the scientific and medical evidence on the extent of air pollution in Broomhill, and
- explore ways in which air pollution and its effects could be reduced, in the short, medium and longer term, through an action partnership of city planners, local residents, and national agencies.

The Symposium was held at the University of Sheffield School of Medicine and sponsored by the Central Community Assembly and the Sheffield Hospitals NHS Trust. It was attended by 150 people, from across the city, addressed by a panel of experts drawn from around the country and from Sheffield, and chaired by Yorkshire and Humberside MEP, Linda McAvan.

The Symposium consisted of presentations on:

- current levels of pollution in Sheffield: Dr Ogo Osammor, Sheffield City Council.
- the impact of pollution on the general health of the population: Sheila Paul, Public Health, NHS Sheffield.
- current research on transport and the environment, with particular reference to Broomhill: Professor Margaret Bell CBE, Professor of Transport and the Environment, Newcastle University.
- air quality initiatives being undertaken by national commercial travel operators: Stagecoach and First Buses.
- forward thinking on urban design with examples from UK and European cities: Ben Hamilton-Baillie, architect and urban designer.

The report includes synopses of the presentations, which reflect the differences in style and approach of the presenters, summaries of the questions and issues raised by the participants in the plenaries and discussion groups, and recommendations for action in the short, medium and longer term which have been listed at the end of the report in the order in which these were raised, and also in a matrix on page 5.

These actions and recommendations do not simply rely on the input of fiscal resource but include public awareness-raising; education on the causes and remedies; persuading local politicians of the strength of public feeling; and the potential for joint action by the city and residents, in tandem with the Sheffield City Council Air Quality Action Plan 2015 (AQAP).

Feedback from participants in the symposium has been overwhelmingly good, with tributes paid to the quality of the presentations, the organisation of the event, and the “visionary” and “inspirational” thinking about joint future planning and action.

Prof Katherine Leni Oglesby
Chair, Broomhill Forum
Howard Fry
Secretary, Broomhill Forum

2. Overview



Sheffield City Council have been monitoring the Nitrogen Dioxide (NO₂) content of air along the A57 through Broomhill, Ecclesall Road, and other parts of the city, for over 10 years, providing clear evidence that NO₂ and particulate (PM₁₀) pollution in Broomhill exceeds European limit levels. While local steps are being taken to reduce harmful emissions, such as the introduction of hybrid buses on the 120 and 52 bus routes, further measures will be necessary. Despite these efforts, there is increasing evidence that pollution levels are rising in some locations, as modern diesel engines emit finer particulates and more NO₂. In addition to the very significant health costs, failure to reduce NO₂ and PM₁₀ to European limit levels by 2015 is likely to result in massive fines on governments. While commercial and public transport vehicle operators as well as individual drivers have responsibilities for reducing levels of pollution it is now clear that vehicle manufacturers and government also have a major role to play.

Dr Ogo Osammor (SCC) gave a broad overview of the causes, character and extent of air pollution in Broomhill and across the city. He also explained the key points contained in the Sheffield Air Quality Action Plan that is to be considered by the Council in July 2012

Sheila Paul (NHS Sheffield) detailed UK and international air quality standards for a range of pollutants, discussing both the short and long term health effects of exposure. She noted that the cost of air pollution in Sheffield alone is estimated at £160 million p.a. and is the cause of up to 500 premature deaths in the city each year.

Prof Margaret Bell CBE, Professor of Transport and the Environment at University of Newcastle, suggested a range of measures to tackle pollution, including better driver training and information; automatic traffic management; the relocation of queues (by cascade queuing) to locations where pollutants can be dispersed; more park and ride schemes; road user charging and low emission zones. She knows Broomhill well and has offered to maintain dialogue with Broomhill Forum and use Broomhill as a case study for further research by her team.

Stagecoach and First Buses described air quality initiatives that are being implemented by commercial operators. Stagecoach has invested in Euro 5 standard hybrid buses delivering a 30% reduction in emissions compared to Euro 5 and nearly 5 times reduction in emissions compared to the Euro 2 vehicles they replaced. Both companies are placing strong emphasis on driver training, with a programme to install 'real time' monitoring systems to all vehicles and work is in hand to extend Optio shared ticketing, leading ultimately to 'smart card' paperless ticketing. Both speakers supported the introduction of a city centre low emission zone.

Ben Hamilton-Baillie is an architect and urban designer. His presentation illustrated the innovative and often-surprising outcomes of creating streets and spaces that forgo conventional traffic signals, road markings, barriers and bollards, in favour of low speed interactions, social protocols and civility. Shared space is a design approach that seeks to change the way streets operate by reducing the dominance of motor vehicles, primarily through lower speeds, and encouraging drivers to behave more cooperatively with pedestrians. The concept is not primarily aimed at air pollution reduction, but the resulting lower speeds and a more even flow of traffic tends to reduce emissions within the framework of a more civilised street environment.

Clean air in Sheffield

The greatest challenge is to persuade the public that the threat to their own and their children's health is real. Air pollution has a bigger impact on their life expectancy than road traffic accidents or passive smoking. Significant improvement to our air quality will ultimately depend on a shared responsibility by public transport and commercial vehicle operators and by private individuals making life-style choices to reduce car usage in urban areas, which will in turn contribute to a reduction in harmful traffic emissions.



3. Symposium Recommendations

No	ISSUE	WHERE	WHEN	ACTION:	BY WHOM	DESIRED OUTCOME
1	Undertake study of the nature of traffic on A57 through Broomhill	LOCAL	2012-13	Agree survey methodology with council and university: record and report	BF	Better understanding of the problem, to help find ways of reducing the effects of inappropriate traffic through Broomhill
2	Take up Prof Bell's offer to attend a follow up meeting to discuss in more detail the issues she raised		2012	Arrange public meeting; invite local politicians and council officers; organise publicity	BF	Better understanding of the issues, to inform subsequent discussion and action
3	Campaign to stop unnecessary engine idling around schools		2012-13	Encourage schools to join campaign; publish explanatory leaflets for parents & drivers	BF/ SCC/ SCHOOLS	Reduce unnecessary pollution and improve community / school relations
4	Extend residents' parking permit schemes throughout Broomhill Ward		2012 - 15	Liaison with Councillors; extend parking provision for shoppers to encourage local economy	SCC	Restrict 'free' parking in residential streets to discourage commuting by car; encourage take-up of public transport. Use revenue to fund other pollution control measures
5	Commission a feasibility study for implementation of 'shared space' scheme in Broomhill		2015+	Persuade the Community Assembly to consider the principle as part of future policy	BF / other groups	Create a civilised and uncluttered streetscape in Broomhill
6	Support SCC in its adoption of AQAP	CITY WIDE	2012	Urge MPs and local Councillors to be brave in tackling air pollution	BF / SCC	Implementation of all Air Quality Action Plan measures, particularly the Low Emission Zone
7	Improve engine efficiency standards for buses and taxis		2012+	Impose 'quality contracts' for bus operators and stricter licensing control over taxis	SCC / SYPTE	Removal of worst polluting vehicles from city streets
8	Create a park and ride facility off A57 in Crosspool / Fulwood area with good bus links		2015+	Liaise with SCC / SYPTE, bus operators and major retailers	SCC / SYPTE	Reduction of private car traffic through Broomhill and into city centre
9	Cycling and walking to be considered as integral part of transport infrastructure, not just as leisure		2012-13	Discuss with Councillors / SCC / cycling groups. Create nodal 'hubs' with cycle storage, toilets and weather protection	SCC	Greater financial support for creation of safe cycling and pedestrian routes across town
10	Improve cycle training		2012-13	Discuss with schools and SCC	SCC	Healthier lifestyles and less pollution
11	Improve comfort, accessibility and reliability of bus services, to encourage increased use public transport. Cost should be competitive with private car use		2012 - 15	Liaise with SYPTE and operators so that services and accessibility better reflects customer needs. Improve awareness of existing park & ride facilities	BF / other groups / SCC / SYPTE	A public transport system that is sufficiently attractive to become the service of choice, instead of private car usage, reducing the need for subsidy
12	Reduce wasteful 'bunching' of buses on 120 and 52 routes		2012-13	Persuade SYPTE and bus operators to manage services more efficiently	BF/ SYPTE	Regular spacing of buses throughout route, both at peak and off-peak times
13	Increase city centre parking charges. Implement workplace parking levy		2015+	Liaise with Councillors, business and Chamber of Commerce	SCC	Discourage private car journeys through inner suburbs to city centre
14	Extend Supertram to Ecclesall, Fulwood and western suburbs		2015+	Persuade MPs, local Councillors and residents	BF/ other groups/ SCC / SYPTE	Provide efficient, low carbon public transport to those locations that generate most pollution through private car use
15	Take full account of health costs in transport planning		2012+	Persuade MPs and local Councillors	SCC/ MPs	Create a fair and balanced policy for transport and the environment
16	Incorporate section on 'eco driving' in Highway Code	NATIONAL	2015	Discuss with Councillors and other community and environmental pressure groups	SCC/ MPs	Safer and more efficient driving. Discourage car use for journeys of less than 3km when engine is cold and emitting more pollution
17	Develop vehicles and infrastructure for all forms of sustainable travel (not just electric)		2015	Persuade politicians and encourage business investment	SCC/ MPs	Reduce carbon dependency, reduce emissions, improve health

4. Synopses of presentations to the Symposium

4.1 Dr Ogo Osammor

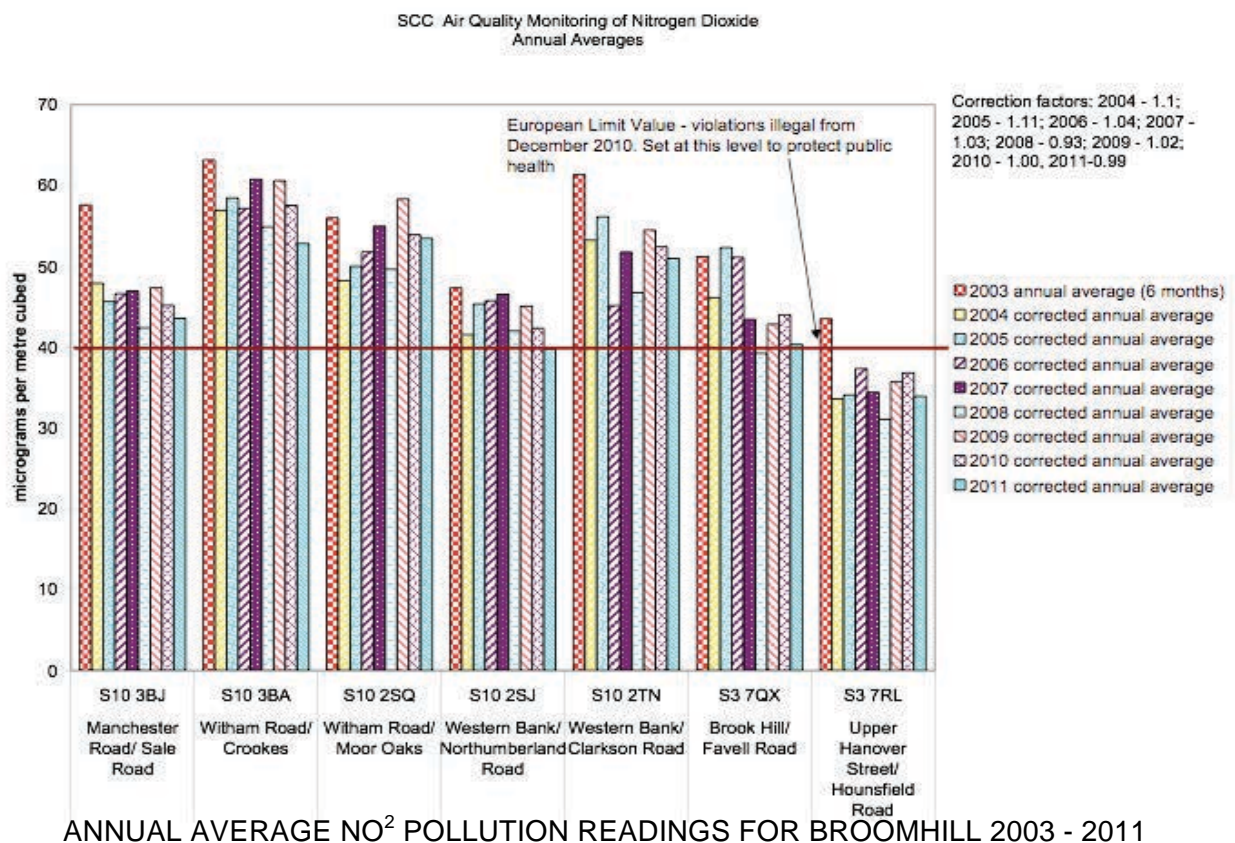
Air Quality in Sheffield

Air quality, locally and nationally, has generally been improving. However, in the most polluted areas, near motorways and within busy urban centres, it has not improved (or has even worsened). Sheffield, like many other major cities in the UK, currently breaches National and European thresholds for air quality. The air pollutants of concern are nitrogen dioxide (NO₂) and fine particulate matter (PM₁₀).

Breathing healthy air is a vital component of health and well-being. Sheffield City Council and Health Colleagues want to work with the people of Sheffield to ensure healthy air for all. A healthier population will improve the economy of the city. An Air Quality Action Plan currently being developed proposes a suite of effective actions to protect peoples' health. A recent¹ House of Commons report on Air quality said:

"The cost benefit is clear; what we need now is the political will to make this a priority and to commit the resources to address it now so that we can reap the benefits of improved health."

The cause of poor air quality in the City is largely due to pollution from road transport and, to a lesser extent, other processes that burn fossil fuels, such as industry and commercial or domestic heating systems (e.g. gas boilers). Road transport accounts for 50% of the Oxides of nitrogen (NO_x), which convert into nitrogen dioxide (NO₂) in Sheffield's air. Most of this (70%), is created by large heavy diesel vehicles such as lorries and buses. Road transport also accounts for 40% of PM₁₀ fine particles found in Sheffield's air and 89% of that comes from diesel vehicles, with lorries and buses contributing the most.



in partnership with East End Quality of Life Initiative and SCC Carbon Reduction and Air Quality Team

Currently an Air Quality Action Plan (AQAP) is being developed to set out the committed actions of the Local Authority and its partners in addressing local air pollutants as required by Central Government. Poor air quality adversely affects human health; has short and long term health impacts, particularly for respiratory and cardiovascular health; and results in increased hospital admissions. Its impact on life expectancy and ill health is unequal, with more effects on the young, the old and those with pre-existing heart and lung conditions. For particularly sensitive individuals who are exposed to the poorest air quality the reduction in life expectancy is estimated to be as high as nine years. Recent estimates cite up to 500 premature deaths per year in Sheffield, and health costs of around £160 million per year are attributable to its cause.

The main objective of the Action Plan will be to improve local air quality. However it will support and help to achieve a number of other strategic priorities for the City, including the reduction of greenhouse gases. The AQAP will set out a vision of:

- achieving national health-based air quality targets by 2015
- protecting areas of good air quality, and
- improving areas of poor air quality

The Plan outlines an ambitious set of local measures which aim to reduce significantly the levels of nitrogen dioxide (NO₂), and PM₁₀, and help reduce the effects on health caused by air pollution. The key measures and actions include:

- improving Planning Policies to support better Air Quality;
- continuing and extending Sustainable Travel Activity (Smarter Choices);
- improving the performance of Diesel Vehicles;
- introducing Speed Management on the M1 (particularly in the Tinsley Area);
- establishing Low Emissions Vehicles / Refuelling Infrastructure;
- investigate feasibility of introducing a Low Emission Zone;
- continuing to control Industrial Emissions.

The Action Plan concentrates on tackling pollution from road transport, because this source remains under regulated and as a consequence the City Council and its partners must take action to ensure that emissions are reduced. The approach will be to use Planning, Policy and Procurement tools to enable, to encourage and (where necessary) to enforce targeted actions and measures in order to reduce emissions and achieve maximum impact. The challenge is not an easy one and there is a need for both local and national commitment and action. The proposed measures and actions will help the Council and its partners work towards improving people's health and achieving air quality objectives in the city by 2015.

4.2 Sheila Paul:

Air quality and health: an overview

Air pollution is an unseen killer, and it has already been noted that the cost of air pollution in Sheffield alone is estimated at £160 million p.a. and is a cause of up to 500 premature deaths in the city each year. Mortality and hospital admissions are associated with short-term variations in air pollution levels affecting cardio vascular disease patients, lung disease and the elderly. The effect of long-term exposure to air pollution (especially particulates) includes reductions in lung function in both children and adults; increased chronic obstructive pulmonary disease and reductions in life expectancy. Air pollutants enter the blood stream, irritating the lining of blood vessels and contributing to heart and circulatory disease.

Some groups are more susceptible to the effects of pollution: these include unborn and very young children and the elderly and those with pre-existing airway diseases (COPD and Asthma).

4.3 Professor Margaret Bell CBE: What works elsewhere?

Against a background of national policy issues relating to air pollution caused by traffic, with details of emissions from various vehicle types, and the circumstances in which most pollution occurs, Professor Bell's team has undertaken research to quantify variability in driver behaviour and the effect of that behaviour in traffic streams. Vehicle technologies have become ever more efficient and sophisticated, while, increasingly, the most inefficient and variable component in the modern passenger car is the driver. However, new engine and fuel technologies have not always been beneficial for air quality, particularly for nitrogen dioxide.

Weather and local wind fields can have a strong influence on pollution levels, but other impacts on local pollution hotspots include fleet characteristics, stop start and congested traffic flow regimes, topography and shape of the built environment. The team have modelled a range of urban and topographic contexts to establish ways in which harmful pollutants can be dispersed, and has revealed that certain trees (ash, common elder, larch, Norway maple, Scots pine and silver birch) have a greater capacity to improve air quality, while, crack willow, English oak, goat willow, poplar, red oak, Sessile oak and white willow have the potential to make it worse.

Research evidence from studies elsewhere in the UK provide some basic understanding of the potential causes of pollution in the Broomhill area of the city, and can help to develop some ideas of potential solutions in the immediate future, e.g. quantifying the variability in driver behaviour, and the effect of driver behaviour in traffic streams.

However, the issues and conflicts, which are evident in trying to deliver policies that address both climate change and air quality impacts may be considered as justification for the need to adopt more radical and strategic approaches to solutions in the longer term. These solutions are in the hands of the public, working co-operatively with the decision makers, and require lifestyle and attitude changes.

What can we do?

- Adopt Eco driving styles and drive courteously
- DO NOT use your car for trips under ~3km
- Use public transport, walk and cycle to School and to Work- consider moving
- Ride share to work, to the shopping
- Question the need to travel – buy local

What can engineers / operators do?

- Signal Control strategy to keep vehicles moving up hill
- Cascade Queues – spread the pollutant emissions
- Queue relocation - but difficult when no obvious 'open space'
- Cut down parking and un-parking
- Consider alternative routing strategies: Understand and address local congestion events
- Low emissions / Electric Public Transport vehicles?
- Promote cycling and walking – parallel safe routes
- Encourage use of public transport

The conclusions are:

- There are huge challenges for the future of sustainable urban areas,
- Solutions cannot be delivered without also considering total activity.
- Sustainable cities will look different - healthier, quieter and greener.
- Success needs radical changes in lifestyles and attitudes to the need to travel.

4.4 Rupert Cox (Stagecoach) & Brendan Jones (First Bus Group)

Public transport Initiatives

The presentation was lead by Stagecoach, but both companies responded to questions from the audience.



- Stagecoach uses a next-generation fuel additive, Envirox™, to reduce carbon emissions and improve fuel efficiency.
- The additive is based on a well-known oxidation catalyst widely used in catalytic converters. The material has been re-engineered using nanotechnology to allow it to be delivered as a fuel-borne catalyst, leading to a cleaner burn.
- The additive has delivered more than a 5% cut in fuel consumption and an associated decrease in vehicle emissions.
- Emissions from Sheffield depots have been cut by more than a third after the introduction of system that monitors energy consumption.
- A local “Green Team” has been set up with local staff to put in place other measures that will reduce the impact of buses on the environment.
- Ecodriver – This dashboard traffic lights-style system is currently being installed on Stagecoach buses and will provide drivers with real-time feedback on their driving style including speed, braking, acceleration and turning.
- Stagecoach is targeting a 4% reduction in fuel consumption using the technology based on successful trials carried out elsewhere in the company.
- This new system incorporates online reporting; analysis and coaching to help drivers work with their managers to further improve their skills and decision-making.
- Ecostars – Stagecoach was the first South Yorkshire public transport company to join this fleet recognition scheme.

Hybrid buses for Sheffield

- 21 new diesel-electric hybrid buses now running on route 120. Investment value £5.8 million with £4 million Stagecoach funded.
- Hybrid vehicles are delivering a 30% reduction in emissions compared to Euro 5 and nearly 5 times reduction in emissions compared to the Euro 2 vehicles they replaced.
- Stagecoach has ordered another 19 hybrid buses due in early 2013 for use on route 52. Investment value of £5.3 million with £4 million Stagecoach funded.

What else can be achieved?

- Bus priority measures to speed up buses – current average speed is 11mph.
- Bus based Park & Ride facilities around the periphery of Sheffield.
- The introduction of a Low Emission Zone for the city centre.

4.5 Ben Hamilton-Baillie Shared Space: Reconciling People, Places and Traffic

Under the label of 'shared space', a radically different approach to street design, traffic flow and road safety is rapidly emerging. Combining a greater understanding of behavioural psychology with a changing perception of risk and safety, shared space offers a set of principles that suggest new radically different possibilities for successfully combining movement with the other civic function of streets and urban spaces. Shared space has evolved most rapidly in The Netherlands, Denmark, Germany, Sweden and the northern part of Holland. However there is a growing range of examples in France, Spain, the UK and other European countries.



The presentation considered the potential for shared space principles to prompt a new approach to the design, management and maintenance of streets and public spaces in cities, towns and villages. Drawing on well-established examples from a variety of countries, the presenter examined the outcomes of schemes that deliberately integrate traffic into the social and cultural protocols that govern the rest of public life. The findings raise important implications for governments and local authorities, for professionals, for communities and for citizens. Examples of shared space schemes in the UK that were illustrated and discussed, included Exhibition Road in London; Kensington High Street; Oxford Circus and Seven Dials in Covent Garden as well as recently completed work on the Ashford ring road in Kent

5. Issues raised during Q&A sessions

Ogo Osammor, Sheila Paul and Margaret Bell

Q1: To what extent is an Integrated Transport system a solution? Would this not have a beneficial effect on air pollution? Why was SuperTram "put in the wrong places", thus reducing its impact?

A1: Margaret Bell – *Integrated transport schemes including bus hubs are helpful as they maximise the numbers of passengers per bus and reduce redundant bus movements. However, the public tend not to like them.*

The funding of SuperTram demanded private sector matched funding e.g. from Meadowhall, which meant the routes were in some ways skewed by the availability of investment.

Q2: Why has Sheffield not used No Idling legislation?

A2: *While the No Idling legislation has not been called into force in Sheffield, the bus operators have automatic cut off systems in their buses, and are training their staff to reduce idling as it wastes fuel. This is not the case with taxis.*

Q3: Does the monitoring of emissions show hourly variations, which could be used to modify traffic signals to allow optimum flow?

A3: *Yes, these figures are available.*

Q4: What are particulates composed of? Are the smallest particles measured by current methods?

A4: *Particulates can vary in chemical composition, including carbonaceous particles, salt in winter from gritting, metals from brake linings, and industrial particles. Street cleaning may remove particulates from the road.*

Q5: *Is it helpful to coast up to traffic lights to reduce emissions? And is it also helpful to avoid sharp braking?*

A5: *The effect of coasting can vary according to the different engines, and their age, and unburnt fuel can create pollution spikes. With braking, it is correct that sharper braking will generate more particulates from the brake pads and from tyres. However, even by not braking sharply and driving efficiently, the modern diesel engine can still create fine exhaust particles, which can be problematic given that these travel around the body more easily.*

Q6: *Do 20mph zones have a beneficial or detrimental effect on air quality? Can anything be done to reduce weekly patterns of pollution e.g. school runs.*

A6: *20mph zones cause gear changes, which cause spikes in pollution. Because vehicles are moving more slowly, the capacity of the road reduces, which can lead to congestion and stop/start. 20mph zones are certainly good for safety, but the picture with air pollution is less simple. A constant speed is the most efficient.*

Vehicles on the school run can be a problem.

Q7: *How do we get motorists involved in this debate, since this is crucial for success?*

A7: *Drivers need to be made aware of eco-driving principles, which reduce emissions and also saves on expensive fuel.*

Rupert Cox and Brandon Jones

Q1: *Why do bus fares continue to rise so sharply? And why cannot there be better communication between bus companies to create complementary bus timetabling, rather than bunching of buses?*

A1: *Stagecoach want to keep prices affordable, though the historic context is of very low fares when the Council operated buses. A weekly ticket costs only £11.00. Combined tickets with other operators do exist, but are less affordable. The bus companies are working to develop better partnerships and co-ordinated timetabling – like the 120 Optio route. However, in a deregulated market, operators have to show that competition is genuine.*



Q2: *Bus companies need to have a strategic overview of the services they are providing. The ending of the 40 service was a great disappointment, and the questioner now uses his car to get into town, or go to the station, rather than the bus.*

A2: *Operators are always reviewing routes, and try to get it right, but this is not always possible.*

Q3: *Can there be greater levels of cross ticketing?*

A3: *This is under consideration. Smart Cards (like London's Oyster Cards) are also under consideration as they have potential for improving boarding speeds.*

Q4: *What are bus companies doing to reduce engine idling? What else can be done to clean up emissions, such as retrofitted filters?*

A4: *Current focus is on driver training rather than technology, but it was accepted that modern engines are more efficient and the retro-fitting of filters is being investigated*

Q5: *What are the operator's attitudes to 'Best Quality Contracts' for better coordination of services? What has happened to the Council / public liaison group?*

A5: The companies would welcome reinstatement of the liaison group. They were concerned by legal implications of Best Quality Contracts and would prefer to achieve the same objectives by negotiation.

Ben Hamilton-Bailie

Q1: Is there a shift of drivers away from mixed-use areas? What happens at night?

A1: *There is an initial fall in use in early years of a new scheme then a return to old levels. There are no known problems (at Ashford, Kent) at night but there are implications for street lighting. Research on driver behaviour in relation to pedestrians is inconclusive. Non-local drivers seem equally aware of new relationships.*

Q2: How essential are new materials and finishes? Can you just remove old clutter and still get a good result?

A2: *Some 'budget' schemes work (removal of barriers, controls etc). Current focus is on villages where funding is tight. The amount spent is not intrinsic to success.*

Q3: The road PFI envisages like-for-like replacement. What prospect is there for places like Broomhill to be considered as exceptions where existing finishes are not to 'conservation area' standards? Amey are responsible for maintenance but are there mechanisms for removal of things (accrual / re-accrual) to save money for use elsewhere?

A3: *Perhaps it might be more appropriate to enquire what streets are for in the first place! It was confirmed that the plan is for Assemblies to consult with local communities (such as Broomhill) in order to determine priorities.*



6. Suggestions from Symposium discussion groups;

SHORT TERM INITIATIVES (next 12 months):

1. Take up Margaret Bell's offer to attend a follow-up meeting to discuss the issues she raised in more detail.
2. BF to undertake or assist further research to help understand who exactly uses the A57 through Broomhill and why
3. The Highway Code and driving test to incorporate sections on techniques for 'eco driving'.
4. Campaign to raise awareness of the unnecessary pollution caused by engine 'idling' by both buses and parents near schools
5. Improve cycle training (particularly in schools), but drivers also need to understand cyclists.
6. Encourage SCC and government to view cycle lane provision and cross-city walking routes as vital elements of the transport infrastructure rather than merely as leisure facilities
7. Improve cycle lanes. Council to stop encouraging car parking on cycle lanes outside peak hours as this makes these routes even more unsafe at those times
8. Make alternatives to car driving more attractive. Get people to understand *they* are 'traffic', its not just other people.
9. Toughen up hackney carriage licencing SCC to remove those Black cabs which are old, inefficient and heavily polluting vehicles
10. Consider an information campaign to explain that short car journeys with cold engines (up to 3Km) are very substantially more polluting and inefficient (even in efficient vehicles) than longer journeys. Furthermore, that pollution will affect you (the driver or passenger) as it is on your doorstep.
11. Most Broomhill traffic seems to be one person per car. What can be done to encourage increased car occupancy or increase shared use / car sharing schemes.
12. Work with bus companies and PTE to seek ways of improving comfort / accessibility/ regularity of bus services so more people will use public transport instead of private cars.

13. Bus companies to consider more orbital routes across town to complement radial routes that feed through the city centre.
14. Bus companies / SYPTTE to do more to monitor off peak as well as peak traffic in order to contain pollution (Networks revolve around managing peaks).
15. Bus companies / SYPTTE to prevent unnecessary and wasteful bunching of buses on 52 and 120 services. Are these services too frequent?
16. Find out why Woodseats bus plan didn't work. What is current thinking?
17. Extend resident's parking schemes in Broomhill to all areas as they generally work well and are a strong disincentive to commuter parking in residential streets. But do not confuse commuters with short term parking for shoppers, who are vital to a vibrant local economy.
18. Increase city centre parking charges as disincentive to driving into town
19. Council to consider workplace parking levies in city centre. Could scheme be drawn up requiring all owners of city centre work place car parks not only to produce travel plans, but also to demonstrate journey reductions that are achieved as a result
20. Adjust traffic signal times where long queues occur
21. Slow moving but continuous movement of traffic (rather than frequent stop/start) is good for both safety and the environment, so long as the needs of pedestrians are taken account of
22. Consider citywide on-line petition to raise public awareness of health issues (and costs) associated with air pollution and draw more people into the debate.
23. It is likely that some pollution-reduction initiatives will be perceived by some of the driving (and voting) public as anti-car or anti business. There is an urgent need to challenge perceptions, increase public awareness of the serious health issues and open up wider debate on the subject.

MEDIUM TERM INITIATIVES (up to 5 years)

1. More Park and Ride facilities, particularly on the West side of Sheffield.
2. Discourage through traffic in Broomhill (but where does it go to instead?), by means of Park and Ride / more efficient bus services
3. Consider small scale nodal 'transport hubs' in local centres with secure cycle racks & toilets
4. Mix cyclists and pedestrians – people get used to it!
5. Engage Ben Hamilton-Baillie to prepare a feasibility study for shared space in Broomhill to identify possibilities and provide a framework against which the concept could be tested.
6. If 'shared space' is too big a project, can we do small things like taking away unnecessary signage and bollards (as in Broomhill centre and on Westbourne Road)
7. Planning system to focus on reducing the need to travel – both between residence and work but also for shopping and to supermarkets.

LONGER TERM POSSIBILITIES

1. Consider implementation of 'shared space' in Broomhill
2. Extend SuperTram (or equivalent) through Broomhill and beyond. Also Ecclesall Road and Chesterfield Road.
3. Encourage government commitment to affordable low emission vehicles



Summary:

A modern, vibrant city needs to have a high quality local environment, including cleaner air and cleaner transport, for the benefit of local people, and in order to attract people to the city for work and leisure

Broomhill Air Quality Symposium 21st April 2012

Report

August 2012

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BROOMHILL FORUM

Serving the community of Broomhill, Sheffield