



Rotherham Clean Air Zone Consultation

**A Report
for Rotherham Metropolitan Borough Council**

February 2020

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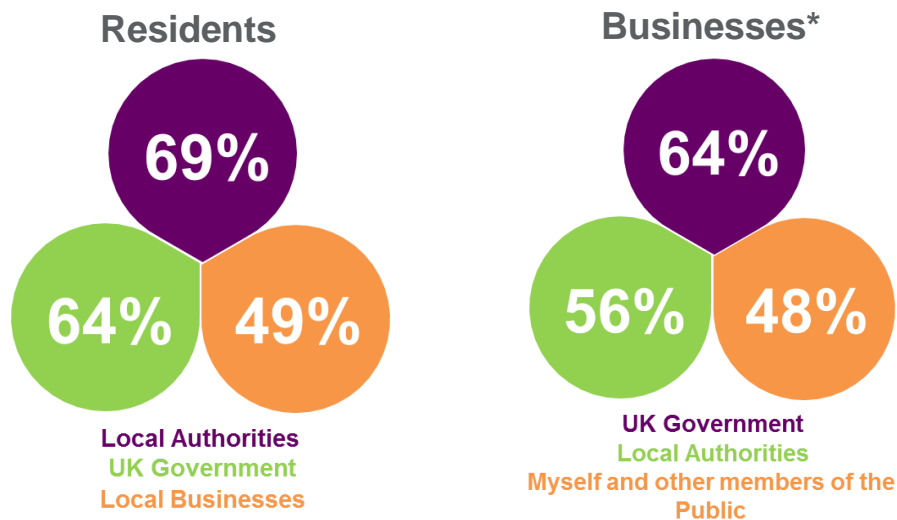
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Executive Summary



*Small sample size

Who is responsible for improving air quality?



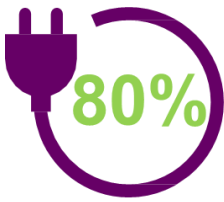
*Small sample size

Resident support for Further Action by the Council to Improve Air Quality



Business support for Further Action by the Council to Improve

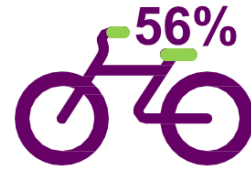
Air Quality*



Agree/strongly agree the Council should do more to provide electric vehicle charging points



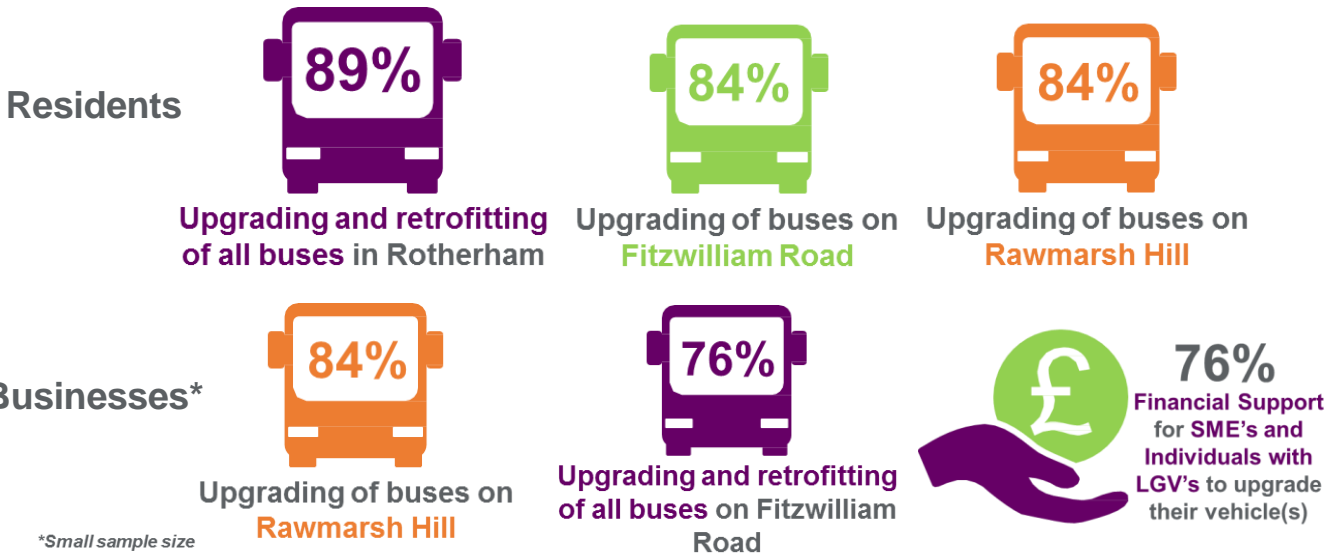
Agree/strongly agree the Council should Work to promote Public Transport



Agree/strongly agree the Council should Work to promote walking and cycling

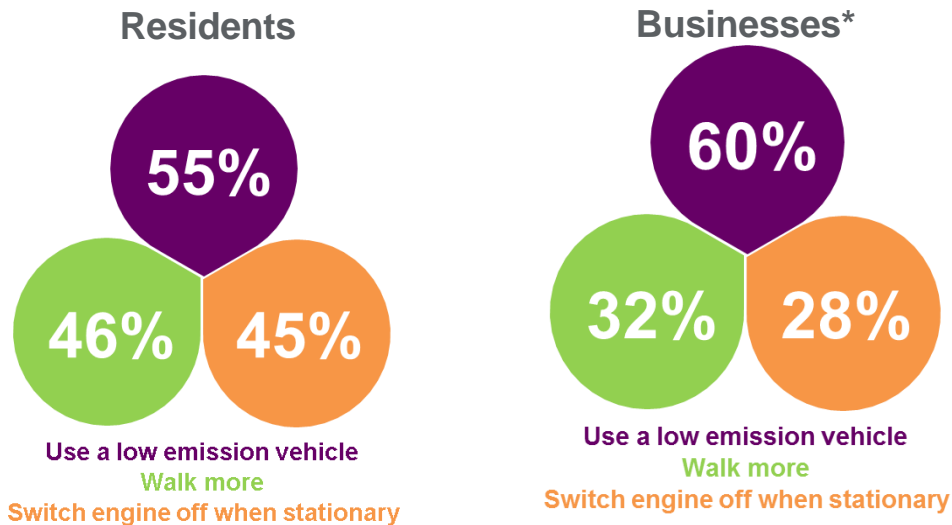
**Small sample size*

Which of the individual CAZ proposals do you feel will be able to Reduce Air Pollution in Rotherham?



**Small sample size*

"What actions are you prepared to do to reduce air pollution?"



**Small sample size*

1 Background

Context

1.1 In 2015, the UK Government was ordered by the Supreme Court to take action to tackle air pollution where levels of Nitrogen Dioxide (NO₂) breached legal limits. The Department for Environment, Food, and Rural Affairs (DEFRA) identified Sheffield and Rotherham as one of a number of areas where the annual average concentrations of NO₂ exceed statutory limits and are projected to continue to do so for a number of years. The two Councils were therefore tasked with developing a strategy which will help ensure that their Council areas become compliant with this statutory limit in the 'shortest possible time'.

1.2 The way in which this is to be achieved is through the introduction of a 'Clean Air Zone' (CAZ). The Government has set out a number of options for CAZs, including non-charging CAZs and charging CAZs, where non-compliant (polluting) vehicles are charged for entering a designated area. A number of different classifications of charging CAZ have been developed, each of which will apply charges to different categories of non-compliant vehicle.

1.3 Detailed modelling work has been undertaken by Sheffield City Council and Rotherham Metropolitan Borough Council to identify the most heavily polluted areas, the sources of that pollution and the measures that will be required to ensure that air pollution is brought within legal limits in the shortest possible time.

1.4 The modelling suggests that a charging CAZ will be required in Sheffield, and a Class C+ CAZ is being proposed in order to meet the air quality requirements across Sheffield and Rotherham. The standards required to avoid the daily charge are outlined below:

Table 1.1: Clean Air Zone C+ Classification

Buses and Coaches	Euro VI
Heavy Goods Vehicles	Euro VI
Large Vans	Euro 6 (Diesel); Euro 4 (Petrol)
Small Vans/Light Commercial	Euro 6 (Diesel); Euro 4 (Petrol)
Minibuses	Euro 6 (Diesel); Euro 4 (Petrol)
Taxi and Private Hire Vehicles	ULEV/LPG or Hybrid (Petrol)

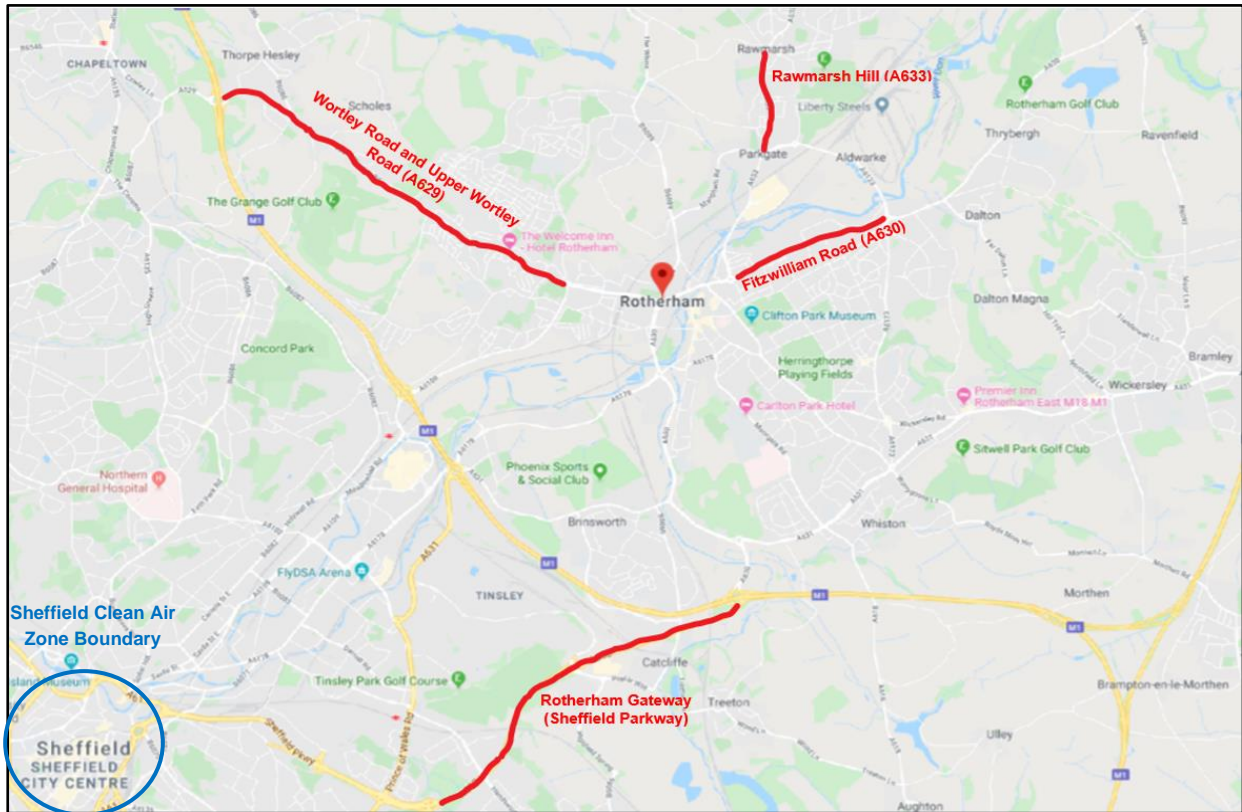
Source: Sheffield and Rotherham Clean Air Zone Feasibility Study OBC, 2018.

1.5 The local proposal includes taxi and private hire vehicles to have a minimum requirement of a ULEV (Ultra Low Emission Vehicle), LPG (Liquid Petroleum Gas) or a petrol hybrid vehicle to avoid the daily charge. This is a step beyond the standard Class C requirement in Government's Clean Air Zone Framework. In Rotherham, a charging zone is not required for the Borough to achieve compliance. A selection of taxi driver responses from Sheffield City Council's consultation have been included under Appendix 3 of this report.

1.6 Instead, the CAZ proposals for Rotherham will see mitigating actions being taken in the areas where the legal air quality limit is exceeded. These roads are:

- Rotherham section of the Sheffield Parkway (A630);
- Rawmarsh Hill (A633);
- Fitzwilliam Road (A630), Eastwood; and
- Wortley Road and Upper Wortley Road, Kimberworth and Thorpe Hesley (A629).

Figure 1.1: The Proposed Rotherham Clean Air Zone – Affected Areas



1.7 Rotherham MBC has a number of proposed measures to try and reduce air pollution within these areas. They are as follows:

- Reduction of the speed limit to 50 mph on the Rotherham section of the Parkway, associated with proposals to increase capacity on the Parkway;
- Improvements to the Rotherham bus fleet;
- Proposal to divert some bus services from the A633 Rawmarsh Hill to Barbers Avenue with improvements to Dale Road and Barbers Avenue to support this measure;
- Proposals to improve traffic flow on the A630 Fitzwilliam Road; and
- Restrictions on HGVs on the northbound carriageway of the A629 Wortley Road/Upper Wortley Road, in Kimberworth and Thorpe Hesley.

Clean Air Zone Consultation Methodology

1.8 Alongside Sheffield City Council, Rotherham Metropolitan Borough Council (MBC) has undertaken a formal consultation on the proposed Clean Air Zone, its coverage and the proposed measures. This report provides an overview of the responses to the consultation.

1.9 Rotherham MBC produced an online questionnaire that was open to everyone. A number of consultation events and drop in sessions were also held.

Sample and Representativeness

1.10 Overall, responses to the online questionnaire were received from 677 stakeholders, as shown in the table below:

	Responses	Percent
Residents	642	94.8%
<i>From Rotherham</i>	540	84.1%
<i>From Sheffield</i>	72	11.2%
<i>From elsewhere in South Yorkshire</i>	26	4.0%
<i>Member of a Community Group</i>	2	0.3%
<i>Councillor or Local Politician</i>	2	0.3%
Businesses	25	3.7%
<i>Rotherham</i>	24	96.0%
<i>Sheffield</i>	1	4.0%
Other	8	1.2%
No response	2	0.3%
Total	677	100%

Source: Rotherham Clean Air Zone Consultation 2019. (n = 677 responses)

Analysis and Reporting

1.11 The report focuses on the views of *residents*, who account for just under 95% of all respondents. Business views are covered in a separate chapter of the report.

1.12 The analysis of the responses to each question is based on the number of people responding to that specific question. The sample size for each question is therefore indicated on each of the tables / charts in the report. For questions which included multiple variables, the sample size for the specific variable has also been identified. Responses are shown as a percentage of the total, to one decimal place. Where percentages do not sum to 100%, unless multiple responses were allowed, this is due to rounding.

1.13 The Rotherham consultation provided a comment section for respondents to share their views on the CAZ proposals in more detail. Sample responses¹ have been included throughout the report to supplement the quantitative analysis, and provide some context and local insight to the results.

1.14 As the sample is self-selecting (people could decide whether they wanted to respond to the consultation or not), it is not possible to say whether the respondents are representative of the views of all Rotherham residents.

¹ Responses are reported as they appeared in the survey responses with no changes made for typographical or grammatical errors

2 Profile of Respondents

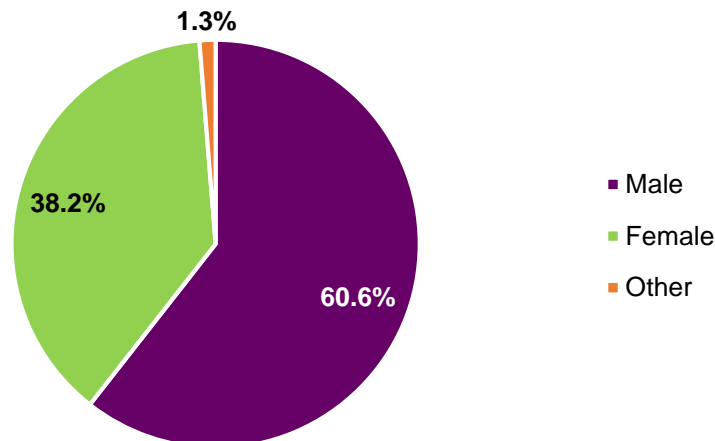
Key Points:

- Just less than three-fifths of respondent to the CAZ Consultation were males, with fewer than 40% of responses from females.
- The age breakdown of respondents was fairly spread across the different age bands, although with smaller proportions of respondents under the age of 25 and over the age of 65.
- More than four-fifths of respondents identified themselves as White British, followed by 4.0% who were Pakistani or Kashmiri, and 1.8% of other White Background. The remainder of the sample was split between a number of different minority groups.
- Over one in ten of respondents in the sample stated that they had some form of disability. The most common disabilities identified were: a long standing illness or health condition; physical or mobility impairment; and a mental health condition.

Demographics

2.1 The sample obtained by residents in Rotherham, Sheffield, and the surrounding South Yorkshire area are somewhat skewed towards males. Just over three-fifths (60.6%) of respondents identified themselves as male, compared to 38.2% as female and 1.3% who stated 'other'².

Figure 2.1: Resident Profile - Gender

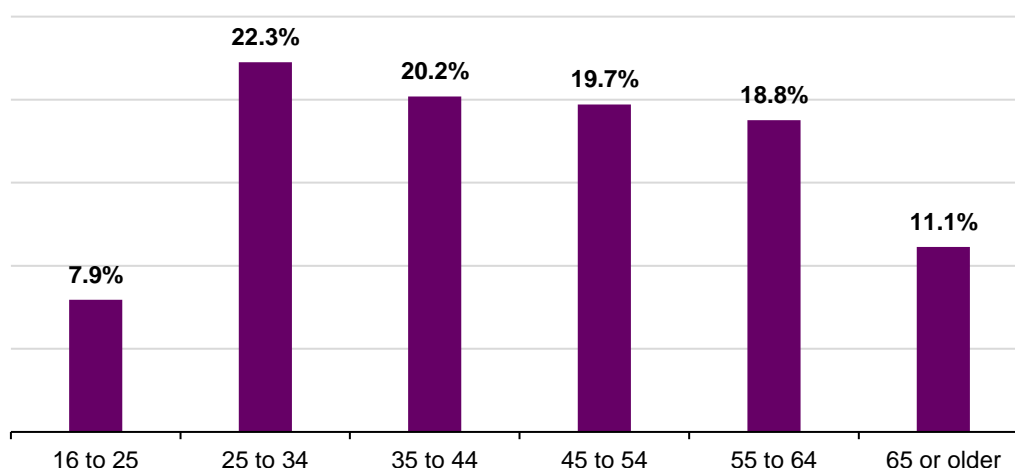


Source: Rotherham Clean Air Zone Consultation, 2019 (n = 629 responses)
 Figures may not sum due to rounding

2.2 The age breakdown of respondents was spread across the different age bands, with smaller proportions under the age of 25 and over the age of 65. Just over four-fifths (80.9%) of respondents were aged between 25 and 64, with respondents spread equally across the age bands³.

² See **Appendix 1.1** for respondent breakdown.

³ See **Appendix 1.2** for respondent breakdown.

Figure 2.2: Respondent Profile - Age

Source: Rotherham Clean Air Zone Consultation, 2019 (n = 629 responses)

2.3 A majority of respondents to the consultation were White British, with the remaining sample divided between a number of different ethnicities. Four percent of respondents were of a Pakistani or Kashmiri descent, followed by 1.8% from any other White background. The remaining 1.6% of respondents who identified their ethnicity were split between White Irish (0.6%); Chinese (0.3%); Arab or Yemeni; any other Asian background; mixed or multiple heritage; and Roma/Gypsy (0.2% each).

Table 2.1: Resident Profile - Ethnicity

	Count	Percent
White British	532	86.1%
Pakistani or Kashmiri	25	4.0%
Any other White Background	11	1.8%
White Irish	4	0.6%
Chinese	2	0.3%
Roma or Gypsy	1	0.2%
Mixed or Multiple Heritage	1	0.2%
Any other Asian Background	1	0.2%
Arab or Yemeni	1	0.2%
Prefer not to answer	40	6.2%
Total	618	100%
No response	24	-

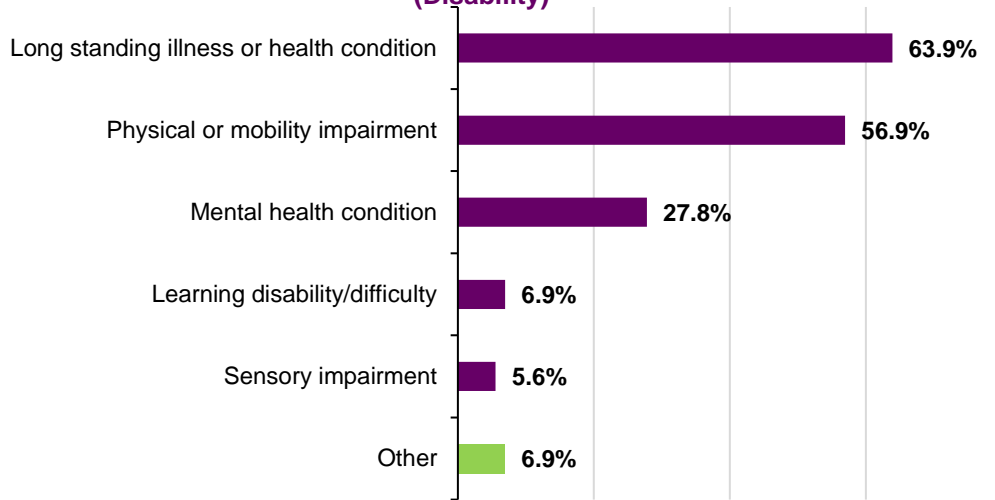
Source: Rotherham Clean Air Zone Consultation 2019 (n = 618 responses)

2.4 Just over one in ten (11.5%) respondents stated that they have a disability, equal to 72 responses⁴. The most common type of disability was a long standing illness or health condition, reported by 63.9% of the 72 respondents. This was followed by physical or mobility disabilities (56.9% of the 72 respondents); a mental health condition (27.8% of the 72 respondents); a learning disability / difficulty (6.9% of the 72 respondents); and sensory impairment (5.6% of the 72 respondents)⁵.

⁴ See **Appendix 1.3** for respondent breakdown.

⁵ See **Appendix 1.4** for respondent breakdown.

Figure 2.3: "If 'yes', please give further details if you wish (Disability)"



Source: Rotherham Clean Air Zone Consultation, 2019 (n = 72 responses)
Totals do not sum due to multiple responses

3 Views on Air Quality and the Clean Air Zone in Rotherham

Key Points:

- Less than half (44.6%) of resident respondents felt that air quality in the local area was a fairly big or very big problem, whilst 35.2% felt that it wasn't much of a problem or was not a problem at all.
- More than two-thirds of respondents felt that responsibility lies with Local Authorities for improving air quality in the local area, closely followed by the UK Government, mentioned by 63.7% of respondents. Just under half (49.2%) of respondents felt that it was the responsibility of businesses, and 48.3% felt the responsibility lies with themselves and the wider public. Less than one in eight respondents do not think that air quality needs improving.
- Just over three-fifths (60.4%) of respondents agreed or strongly agreed with the current proposals, while approximately three out of ten (29.6%) of respondents disagreed or strongly disagreed with the current CAZ, which shows a majority of respondents were in favour of supporting the CAZ proposals' overall aims.

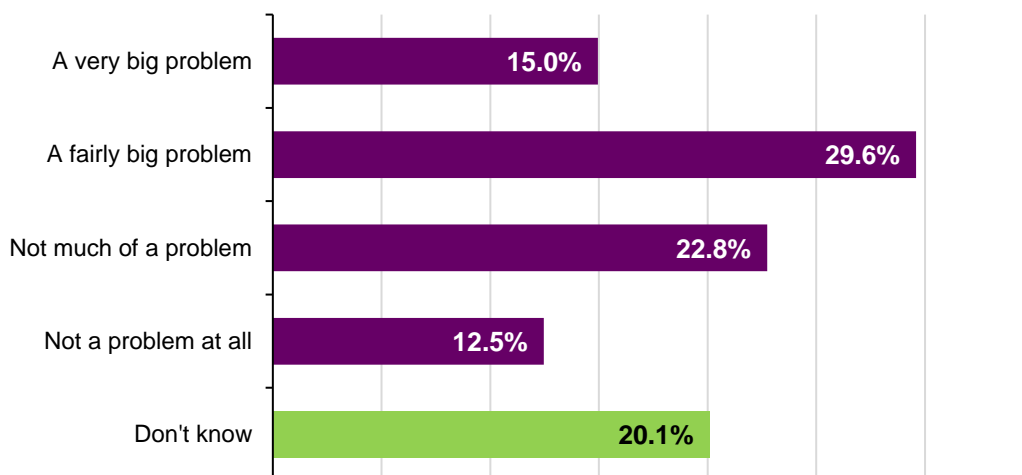
Introduction

3.1 Respondents to the Clean Air Zone (CAZ) Consultation were asked about their thoughts on the policy and whose responsibility it was to tackle the growing issues of air pollution. There was a majority of respondents who felt that the air quality in Rotherham was an issue in some way, with respondents being most likely to feel that it is the responsibility of the local authorities or UK Government to tackle the problem.

Views and on Air Quality in Rotherham

3.2 Less than half (44.5%) of respondents felt that air quality in the local area was a fairly big or very big problem, equal to just less than 300 responses, while 35.3% took the opposite view. One fifth were not sure⁶.

Figure 3.1: "To what extent do you consider air quality to be a problem in Rotherham?"



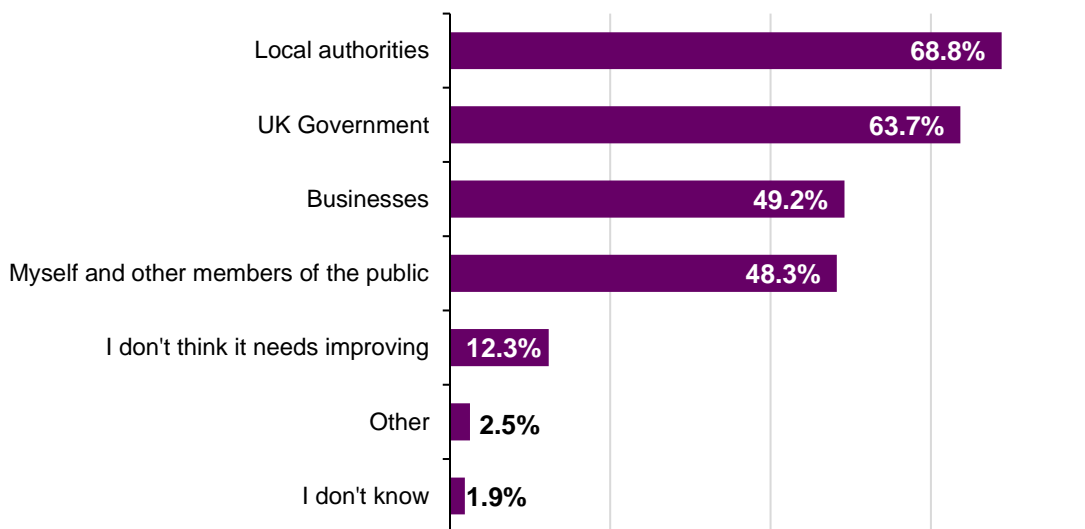
Source: Rotherham Clean Air Zone Consultation, 2019 (n = 641 responses)

⁶ See **Appendix 1.4** for respondent breakdown.

“As a home owner on Rawmarsh hill for 30 years the poor air quality as increased and there’s too many buses and HGVs using the road and the impact on the air quality is clearly visible and you can see each week the amount of pollution just on my windows and door at both the front and back of the property.”

3.3 Respondents were asked where they think responsibility lies for improving air quality in the local area. Multiple responses were permitted. Views on who is responsible for improving air quality in Rotherham are mixed, with local authorities and UK Government accounting for the highest proportions. More than two-thirds of respondents (68.8%) felt that responsibility lies with Local Authorities for improving air quality in the local area, closely followed by the UK Government, mentioned by 63.7% of respondents. Just less than half of respondents (49.2%) felt that it was the responsibility of businesses, and 48.3% felt that the responsibility lies with themselves and the wider public⁷. Less than one in eight respondents (12.3%) do not think that air quality needs improving.

Figure 3.2: "Where do you think responsibility lies for improving air quality in our area?"



Source: Rotherham Clean Air Zone Consultation, 2019 (n = 642 responses)

“We should not be failing our children when it comes to air quality. I would ban all non-compliant HGV trucks from roads which pass schools... The health of the residents of Kimberworth and Rotherham should be a top priority of our council.”

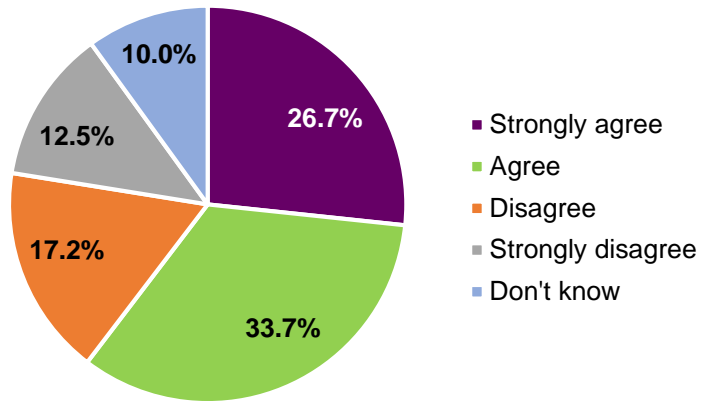
Views on the Clean Air Zone Proposals in Rotherham

3.4 A majority of the responding residents from the Rotherham, Sheffield, and surrounding South Yorkshire area agree with the current CAZ proposal and its overall aim to improve air quality. Just over three-fifths (60.4%) of respondents agreed or strongly agreed with the current proposals, equal to just less than 390 responses. On the other hand, approximately three in ten (29.6%) respondents (190 people) disagreed or strongly disagreed with the current CAZ proposals⁸.

⁷ See **Appendix 1.5** for respondent breakdown.

⁸ See **Appendix 1.6** for respondent breakdown.

Figure 3.3: "To what extent do you agree or disagree with the overall aim of the Clean Air Zone proposals?"



Source: Rotherham Clean Air Zone Consultation, 2019 (n = 641 responses)

4 Current and Future Behaviour to Improve Air Quality

Key Points:

- Just over half the respondents stated that they currently switch off their engine while stationary and walk in order to reduce air pollution (both 52.3%), equal to some 336 responses each.
- When asked about what actions they would be prepared to take in future, more than half of respondents (54.8%) said that they would be prepared to use a low emission vehicle.
- More than two-fifths of respondents said that they would be prepared to walk (45.6%) or switch off their engine when stationary (44.8%), and over one-third said they would be prepared to use public transport (37.8%) or work from home (37.6%).

Current Behaviour

4.1 Respondents were asked about their current actions to improve air quality in Rotherham, and what they would be prepared to do in future⁹. Just over half the respondents stated that they switch off their engine while stationary and walk in order to reduce air pollution (both 58.2%). In addition, just over one-third of respondents said that they currently drive a low emission vehicle (34.7%), and just over one-quarter use public transport (27.6%) or work from home (26.7%).

4.2 Less than one in five respondents said that they either cycle (17.8%) or car share (15.0%) to reduce air pollution, and one in eight said that they have stopped taking their child(ren) to school in their car (12.5%). A number of respondents stated that they do not cycle in Rotherham as they feel that it is not safe for them. Open responses included:

"I used to cycle to work but stopped because it was too dangerous."

"If you want people to cycle rather than take their cars, give them something decent to cycle on. Where there are good cycle lanes, they never get the attention of a road sweeper, so are covered in broken glass and sharp chippings."

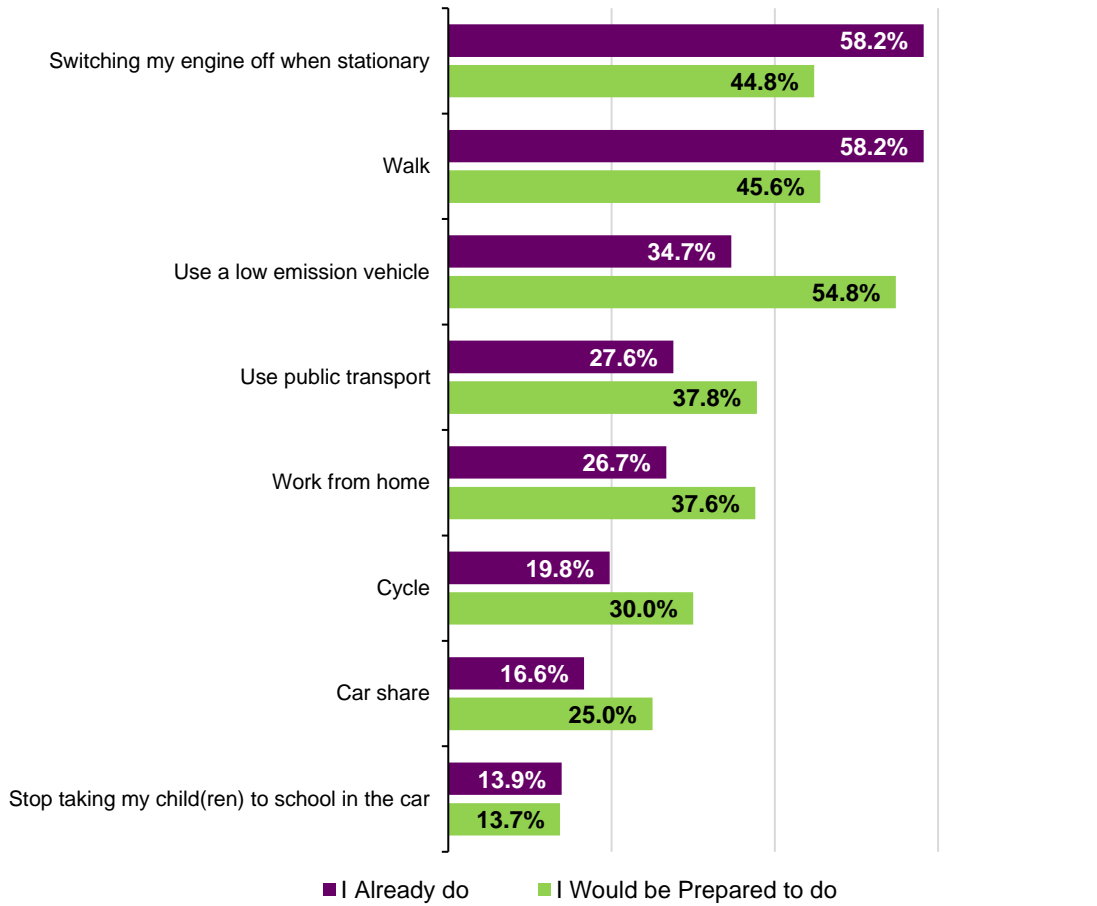
Future Behaviour

4.3 Respondents were also asked what actions they would be prepared to take in the future to reduce air pollution. More than half of respondents stated that they would be prepared to use a low emission vehicle (54.8%), with just less than two-fifths of respondents said that they would be prepared to walk (45.6%) or switch off their engine when stationary (44.8%) in future, both actions which over half of respondents said they were already doing.

4.4 Just over one-third of respondents said that they would be prepared to use public transport (37.8%) and work from home (37.6%) in future to reduce air pollution, with a three out of ten saying they would be prepared to cycle (30.0%).

⁹ See **Appendix 1.7** for respondent breakdown.

Figure 4.1: "What actions do you currently and are prepared to do to reduce air pollution?"



Source: Rotherham Clean Air Zone Consultation, 2019
 I Already do (n = 577 responses); I Would be Prepared to do (n = 540 responses)

5 The Clean Air Zone Proposal and Effectiveness

Key Points:

- A significant majority of respondents agreed that all scheduled buses operating in the Rotherham area should be being upgraded or replaced to Euro VI standards, with strong support also evident for upgrading buses specifically on Fitzwilliam Road and Rawmarsh Hill.
- Only one proposed measure did not have support from at least 50% of respondents - the proposal to re-route buses from Rawmarsh Hill to Barbers Avenue. However, there were still more respondents who agreed with this proposal than who disagreed with it.
- More respondents agreed than disagreed with each of the proposed measures, but the proposals which had the greatest levels of disagreement were imposing a 50mph speed limit on the Parkway and providing financial support to taxi drivers to upgrade or replace their vehicles.
- Three out of ten respondents felt that the overall proposal would be very or fairly effective in reducing levels of nitrogen dioxide to compliant levels within the shortest possible time.

Introduction

5.1 Rotherham MBC has identified a number of mitigating actions which it feels will have the most impact in improving air quality in the area within the “*shortest possible timescale*”¹⁰. The consultation asked residents their views on each of the individual proposals, as well as views on the complete proposed package of measures.

Views on Each of the Clean Air Zone Proposals

All buses are Upgraded or Retrofitted to Achieve the Euro 6 Standard as a Minimum

5.2 A significant majority of respondents agreed with the proposal for all buses in the Rotherham area to be upgraded or replaced to Euro VI standards as a minimum. Just less than nine out of ten (89.3%) agreed or strongly agreed that upgrading or replacing all the buses in Rotherham would reduce air pollution, with 51.3% of all respondents strongly agreeing with the proposed intervention. In contrast, less than one in ten (8.0%) disagreed or strongly disagreed with this proposal.

5.3 The poor quality of buses operating in Rotherham was frequently reported by respondents through the open survey responses. Examples include:

“Buses left running at bus stops and buses in general are worst offenders. They run round sometimes with no or few passengers and are the dirtiest vehicles we see.”

“Buses in Rotherham are old, dirty, sometimes intimidating, always unreliable and very expensive.”

“Buses in Rotherham are some of the oldest and dirtiest diesels on the road and frequently when people exit the buses they are covered in cancerous black smoke.”

¹⁰ Rotherham MBC 2019, Clean Air Zone Public Consultation 2019

Government Funded Support Package for all Buses Operating on Fitzwilliam Road to be Upgraded or Replaced

5.4 There was also a significant majority who agreed with the proposal to have a Government-funded support package for buses operating on Fitzwilliam Road to be upgraded or replaced.

5.5 More than four-fifths (84.4%) of respondents were in favour of the proposal to offer financial support for buses operating on Fitzwilliam Road to be upgraded or replaced with more efficient vehicles in line with the Euro VI standards. Over one in ten (10.9%) disagreed or strongly disagreed with the proposal.

All buses operating on A633 Rawmarsh Hill are Upgraded or Replaced

5.6 A significant majority in support of the proposal to upgrade or replace all buses operating on Rawmarsh Hill to the Euro VI standard was also reported.

5.7 More than four-fifths (84.2%) agreed or strongly agreed with the proposal to upgrade buses on Rawmarsh Hill, with more than half (52.0%) strongly agreeing with the proposed intervention. Just less than one-eighth (11.6%) of respondents disagreed or strongly disagreed with this proposal.

Improve Traffic Flow on the A630 Fitzwilliam Road

5.8 There was a clear majority who were in favour of measures to improve traffic flow on the A630 Fitzwilliam Road. Just over seven out of ten (72.9%) of respondents agreed or strongly agreed with the proposal to improve traffic flows. Just over one-eighth (13.4%) of respondents disagreed or strongly disagreed with the intervention. This proposal reported the highest level of 'don't know' responses at 13.7%.

5.9 Open responses provided a number of ideas to improve traffic flow on Fitzwilliam Road and across Rotherham as a whole. Suggestions included the promotion of public transport and the removal of unnecessary bus lanes, in addition to a change to the traffic light network.

“The aim should be to allow traffic to flow and reduce stationary traffic around city and town centres due to poor signal control and speed limit changes.”

“A complete survey of traffic flow in and through the town should be completed.”

Financial Support Package for SMEs and Individuals with LGVs operating in Rotherham and Sheffield

5.10 There was a large majority of residents who agreed with the proposal to provide financial support for Small and Medium Enterprises (SMEs) and individuals driving Light Goods Vehicles (LGVs). Just over seven out of ten (71.0%) of respondents agreed or strongly agreed with the proposal to provide financial support to SMEs and individuals, whilst just less than one-fifth (18.3%) did not agree with this proposal and one in ten (10.6%) said they didn't know whether they supported it or not.

5.11 Other methods of support were suggested by respondents, including *“incentives for businesses to install charge points in parking spaces and money allocated to infrastructure”*. On the other hand, a number of respondents felt that public money should not be used to subsidise vehicle purchases. Views expressed include:

“There is no way public money should be used to subsidise private taxis or the white van man. Businesses should be self-supporting, charging customers accordingly... Make it a licensing requirement and enforce it. They should finance their own business operations.”

“No public money should be given to upgrade vehicles. It is their own responsibility to ensure they are not damaging the environment just because this increases their profit margin.”

A Northbound Heavy Goods Vehicle ban on the A629 Wortley Road

5.12 A large proportion of resident respondents were in favour of a Heavy Goods Vehicle (HGV) ban northbound on the A629 Wortley Road. Just less than two-thirds (65.3%) of respondents agreed or strongly agreed that a northbound HGV ban would reduce levels of air pollution, with more than 37% strongly agreeing with this proposal. On the other hand, just less than one-fifth (21.9%) of respondents disagreed or strongly disagreed with the proposal.

5.13 While there was strong support for this proposal which is seen as, there were many who felt that this intervention could do more. A number of respondents said they would like to see the HGV ban north and southbound, with others calling for a ban on lorries of all sizes on the road.

“I think the proposal [HGV ban] for Wortley Road A629 should be north and south bound as it will restrict HGVs altogether as it seems to be a thoroughfare at the moment... It seems to be busier than ever with large lorries etc. very dangerous and polluting.”

“Stop HGVs going up as well as down on Wortley Road.”

“HGV should be stopped in both directions to try and improve the air quality.”

Financial support package for Taxi Drivers Licensed in Rotherham

5.14 There was a majority of residents who agreed with the proposal to offer financial support to taxi drivers to upgrade or replace their vehicles. Just less than three-fifths (57.5%) agreed or strongly agreed with providing financial support for taxi drivers whilst a third (33.4%) of respondents disagreed.

5.15 Open responses suggest that some taxi drivers are concerned about the financial implications of upgrading to a compliant vehicle. In contrast, many members of the public believe that taxi drivers should invest in their own vehicles, rather than receiving financial support.

“I am a taxi driver in Rotherham I think that this will put a lot of drivers out of work. Not everyone can afford to pay for finance on top of their usual expenses. It will put fares up which in turn will mean fewer people using taxis and leave drivers with a debt they can't pay.”

“Taxi drivers should fund their own cars, not tax payers.”

“It should be in each taxi drivers interest to have a vehicle that does not cause air pollution...If a grant is available for Rotherham Taxi drivers it should also be available for everyone..”

A 50mph Speed Limit on the A630 Sheffield Parkway between M1 Junction 33 and Sheffield City Centre

5.16 Opinions were most divided on the proposal to introduce a speed limit of 50mph on the Sheffield Parkway. Just over half of resident respondents (51.7%) agreed or strongly agreed with the proposal, whilst just over two fifths (43.1%) disagreed, with a large proportion (29.3%) strongly disagreeing with the proposal.

5.17 Comments provided by respondents varied regarding the proposed speed limit. While some who live locally supported the reduced speed limit, others felt that this proposal was a “*blunt instrument*” which does not solve the problem of air quality whilst creating a cash generating scheme in speeding tickets.

5.18 Additionally, there were calls for a widening of the Sheffield Parkway. A number of responses commenting on the layout of the Parkway called for an increase in the number of lanes to reduce congestion and car idling.

“Altering the layout of the road would have a greater impact than lowering the speed limit of the road. During peak times when there are the most vehicles on that road it is a struggle already to do 50mph. If the bottom of the parkway at the M1 roundabout were to be 3 lanes for longer that would ease congestion.”

“The issue with the parkway isn't due to the speed limit, it is due to the road layout. If you modified it to ease the flow of traffic that would help at peak times, you could potentially set up some smart tech on the road to modify speed limits when its peak times to ease traffic flow and have speed cameras in place to enforce this”

Reroute buses from the A633 Rawmarsh Hill to Barbers Avenue with improvements to Dale Road and Barbers Avenue

5.19 Just less than half (47.6%) of respondents agreed or strongly agreed with the proposed bus rerouting and road improvements to Rawmarsh Hill and Dale Road. Just over two-fifths (43.4%) disagreed or strongly disagreed with the proposal being able to reduce air pollution, with 13.5% strongly disagreeing with the intervention.

5.20 A number of respondents opposed the move to reroute buses from Rawmarsh Hill. Responses focused on negative impacts for residents who rely on the route and concerns that re-routing buses will simply displace the issues to another area.

“Don't move buses from Rawmarsh Hill. I don't drive so I rely on the fact that you don't have to wait long for a bus on Rawmarsh Hill. It would be a great inconvenience for me and my children.”

“Some good ideas but no good redirecting buses off rawmarsh hill but still allowing lorries to use it.”

“Rerouting buses through housing will only move the problem.”

5.21 A number of comments made in relation to Rawmarsh Hill referred to congestion in the area being caused by commuters and visitors to the Parkgate Shopping Centre. Feedback suggested that improvements to traffic flow would be welcomed alongside bus upgrades.

“The flow of traffic on Rawmarsh hill and Parkgate should be improved by changing the access to the retail park to stop vehicles queuing all day to get into and out of the retail park on Saturdays and Sundays.”

“Parkgate is a main route. It is not the buses that’s the problem it’s all the other vehicles especially inconsiderate drivers.”

5.22 A summary of responses for each CAZ proposal can be seen below in table 5.1.

Table 5.1: Summary Responses to Individual Clean Air Zone Proposals

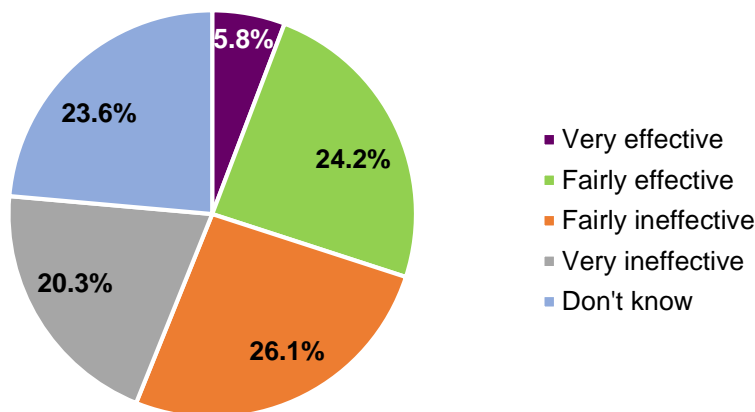
	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
Ensure that all buses, are upgraded or retrofitted?	51.3%	38.0%	2.7%	3.5%	4.6%
Government-funded support for buses on Fitzwilliam Road	50.9%	33.5%	4.7%	5.1%	5.8%
Government-funded support for all buses on Rawmarsh Hill	52.0%	32.2%	4.2%	5.3%	6.3%
Improve traffic flow on the A630 Fitzwilliam Road	30.0%	42.9%	7.0%	6.4%	13.7%
Financial packages for SME's using LGVs	34.3%	36.8%	9.5%	8.8%	10.6%
Northbound HGV ban on the A629 Wortley Road	37.8%	27.5%	10.2%	11.7%	12.8%
Provide a financial support for taxi drivers in Rotherham	27.0%	30.5%	16.8%	16.6%	9.1%
50mph limit on Sheffield Parkway/Sheffield City Centre	24.1%	27.6%	29.3%	13.9%	5.1%
Reroute some buses from Rawmarsh Hill to Barbers Avenue	22.9%	24.8%	29.9%	13.5%	8.9%

Source: Rotherham Clean Air Zone Consultation 2019.

The Overall Clean Air Zone Proposal

5.23 Despite a large proportion of respondents expressing positive views about each of the individual CAZ proposals as a means to reduce air pollution, as a complete package, opinions on the CAZ are mixed¹¹.

Figure 5.1: "Overall, as complete package, do you think the proposals will be effective in reducing levels of nitrogen dioxide to compliant levels within the shortest possible time?"



Source: Rotherham Clean Air Zone Consultation, 2019 (n = 641 responses)

¹¹ See Appendix 1.8 for respondent breakdown.

5.24 Three out of ten (30.0%) respondents felt that the CAZ proposal as a complete package would be very or fairly effective. However, 46.4% of respondents felt that the overall proposal would not be effective, with 20.3% feeling that it would be very ineffective as a complete package. In addition, almost one-quarter of respondents were unsure about whether the proposal would be effective or ineffective, equating to the third largest share of responses.

5.25 Open comments (recorded elsewhere in this report) highlight a view that varied responses are needed to improve air quality. Respondents openly commented on the need to improve traffic flows, in addition to doing more to promote cycling, walking, and road improvements, whilst also making public transport a more reliable, cost effective and attractive proposition for users.

6 Rotherham MBC's Further Actions to Improve Air Quality

Key Points:

- More than three-quarters of respondents agreed that Rotherham MBC should provide more electric vehicle charging points.
- More than seven out of ten respondents agreed that Rotherham MBC should be doing more to promote walking and cycling across the local area, compared to 15.4% who disagreed.
- Approximately two-thirds of respondents agreed that Rotherham MBC should be doing more to promote the use of public transport in Rotherham, while just over one-fifth disagreed.

Introduction

6.1 Rotherham MBC also asked respondents to the CAZ consultation for their views on a series of further measures that could be introduced by the Council in order to improve air quality. The results show a strong majority support further investment in electric vehicle charging points as well as promoting walking, cycling, and public transport, as considered below.

Further Actions

Providing more Electric Charging Points

6.2 The vast majority of respondents felt that Rotherham MBC should provide more electric vehicle charging points. Just over three-quarters (76.3%) of respondents either agreed or strongly agreed that the Council should make this investment, equal to almost 500 responses. This included 46.1% of respondents who strongly agreed with the statement. Just over one-eighth (12.8%) of respondents disagreed with this measure¹².

6.3 A need to invest in charging points was highlighted through open responses. One respondent noted the *"electric charging infrastructure is non-existent"* with calls for measures to provide work spaces with charging points in addition to park and ride services.

"I have an electric car and there are no enough charging points at all. Parkgate for example, Bawtry Road, Moorgate Road, Tarnyard, not just a couple in the centre that sometimes don't work."

Promoting Walking and Cycling

6.4 There was a strong majority of residents who felt that the Council should do more to promote walking and cycling. Just over seven out of ten (70.8%) respondents agreed or strongly agreed that the Council should be doing more to promote these alternatives to private cars, equal to more than 450 responses. On the other hand, almost 100 respondents (15.5%) disagreed or strongly disagreed that the Council should be doing more to promote walking and cycling¹³.

6.5 A theme in respondent comments was that Rotherham's cycle network is not up to standard, and deemed unsafe. This was due to the quality of the paths not being maintained, and in some cases, cyclists having to share routes with buses and other vehicles.

¹² See **Appendix 1.9** for respondent breakdown.

¹³ See **Appendix 1.10** for respondent breakdown.

“Cycling in the area will only be viable when the council actually take a cycle network seriously, so far the implementation has been patchy and unmaintained. The car is still seen as the priority which is why the public still over use cars for the most pointless journeys (including school runs).”

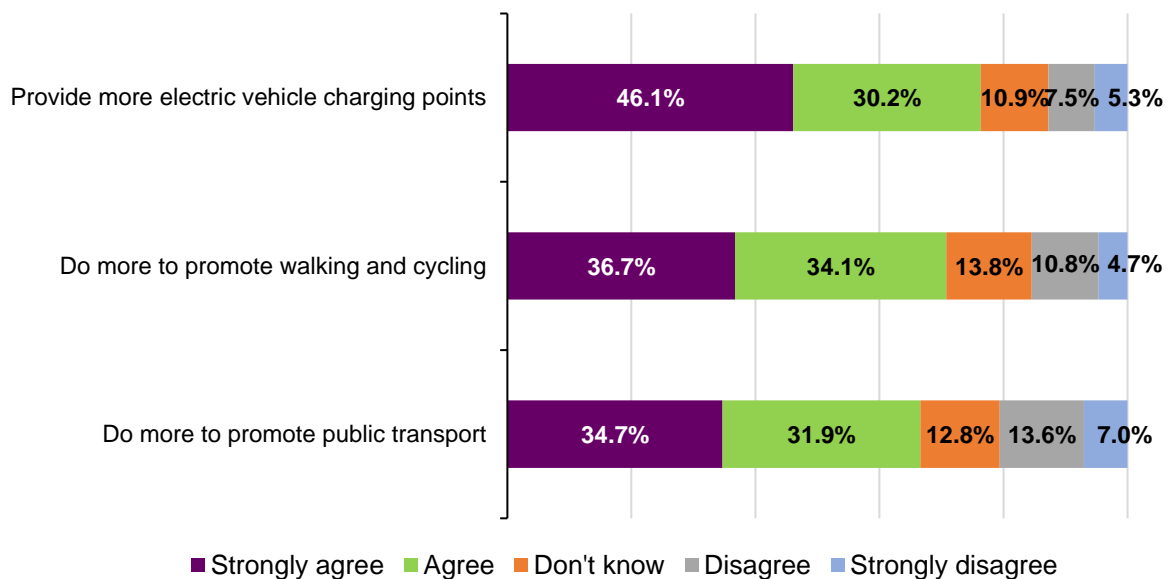
Promoting Public Transport

6.6 A majority of residents felt that the Council should be doing more to promote public transport. Two-thirds (66.6%) of respondents agreed or strongly agreed that Rotherham MBC should do more to promote the use of public transport whilst one-fifth (20.6%) disagreed¹⁴. This is the highest level of disagreed responses recorded across the potential actions considered.

6.7 While many agreed with promoting public transport, many respondents commented that there also needs to be improvement in the services offered. Comments focused on the lack of an efficient network which led to buses arriving late, making the mode of transport unappealing.

“[Public Transport] it's too expensive and the tickets available aren't very flexible, routes keep getting changed, and services cut...If public transport took you where you needed to go and when you needed to go it would be a viable option but not as it stands at the moment.”

Figure 6.1: "Do you agree that the Council should..."



Source: Rotherham Clean Air Zone Consultation, 2019 (n = 640 responses)

¹⁴ See **Appendix 1.11** for respondent breakdown.

7 Views of Businesses

Key Points:

- This section is based on only 25 responses so it should be noted that the results may not be representative of the business base as a whole.
- A total of 11 out of the 25 businesses who responded to the consultation felt that air quality in Rotherham is a fairly or very big problem, whilst eight businesses felt that it was not much of a problem, and three felt it was not a problem at all.
- Just less than two-thirds of respondents (16 responses) felt that it was up to the UK Government to improve air quality, with just over half (14 responses) placing responsibility with local authorities.
- The survey found 11 out of 25 businesses already use a low emission vehicle with 15 out of 25 respondents saying that they would be prepared to do so in future.
- As was the case with the responses from residents, businesses expressed strong support to upgrade buses in the area.
- Also consistent with views of residents, businesses most commonly disagreed with the proposals to reroute buses from Rawmarsh Hill and with the introduction of a 50mph speed limit on the Sheffield Parkway.
- Businesses expressed strong support for Rotherham MBC to provide more electric vehicle charging points. A majority of business respondents were also in favour of the Council doing more to promote walking and cycling and promoting public transport.

Introduction

7.1 Twenty-five businesses responded to Rotherham's Clean Air Zone (CAZ) Consultation, 24 of which were based in Rotherham and one based in Sheffield. It should be stressed that this is a very small sample of the total number of businesses in Rotherham and the results may not be statistically significant. This chapter provides an overview of the responses.

Views on Air Quality and the Clean Air Zone

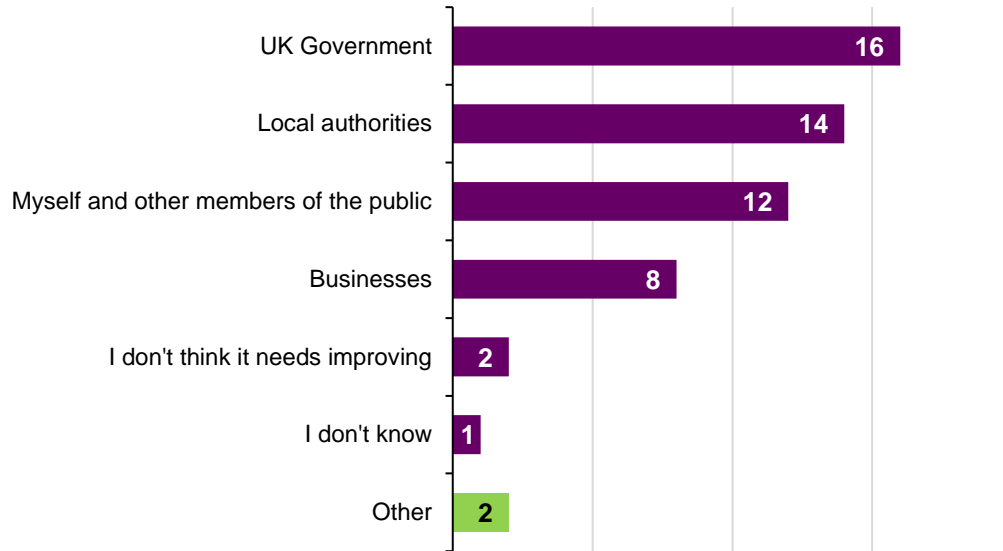
7.2 Views on air quality in Rotherham were mixed. A total of 11 business respondents felt that air quality in Rotherham is a fairly or very big problem. On the other hand, eight felt that it was not much of a problem, and three felt that air quality was not a problem at all¹⁵.

7.3 Business views on who is responsible for improving air quality were fairly consistent with those of resident survey respondents. Sixteen out of 25 responses felt that it was up to the UK Government to improve air quality, with 14 out of 25 placing responsibility with local authorities, and 12 out of 25 feeling that responsibility lies with themselves and other members of the public¹⁶. Only two businesses did not think that air quality needs to be improved.

¹⁵ See **Appendix 2.1** for respondent breakdown.

¹⁶ See **Appendix 2.2** for respondent breakdown.

Figure 7.1: "Where do you think responsibility lies for improving air quality in our area?" (Businesses)



Source: Rotherham Clean Air Zone Consultation, 2019 (n = 25 responses)
 - Respondent counts have been reported due to small sample size

7.4 Overall, a majority of business respondents agree with the aims of the CAZ policy. Just over half (14 responses) agreed or strongly agreed with the overall aims of the CAZ, compared to six who disagreed and five who did not know¹⁷.

7.5 As an overall package, just less than one-quarter of business respondents (six responses) felt that the policy would be very or fairly effective in reducing levels of nitrogen dioxide to compliant levels within the shortest possible time. This is compared to just over half (13 responses) who perceived the CAZ to be very or fairly ineffective¹⁸.

Current and Future Behaviour to Improve Air Quality

7.6 Eleven out of 25 respondents said that, as a business, they currently use a low emission vehicle to reduce air pollution. Looking to the future, 15 out of 25 said that they were prepared to move to these vehicles.

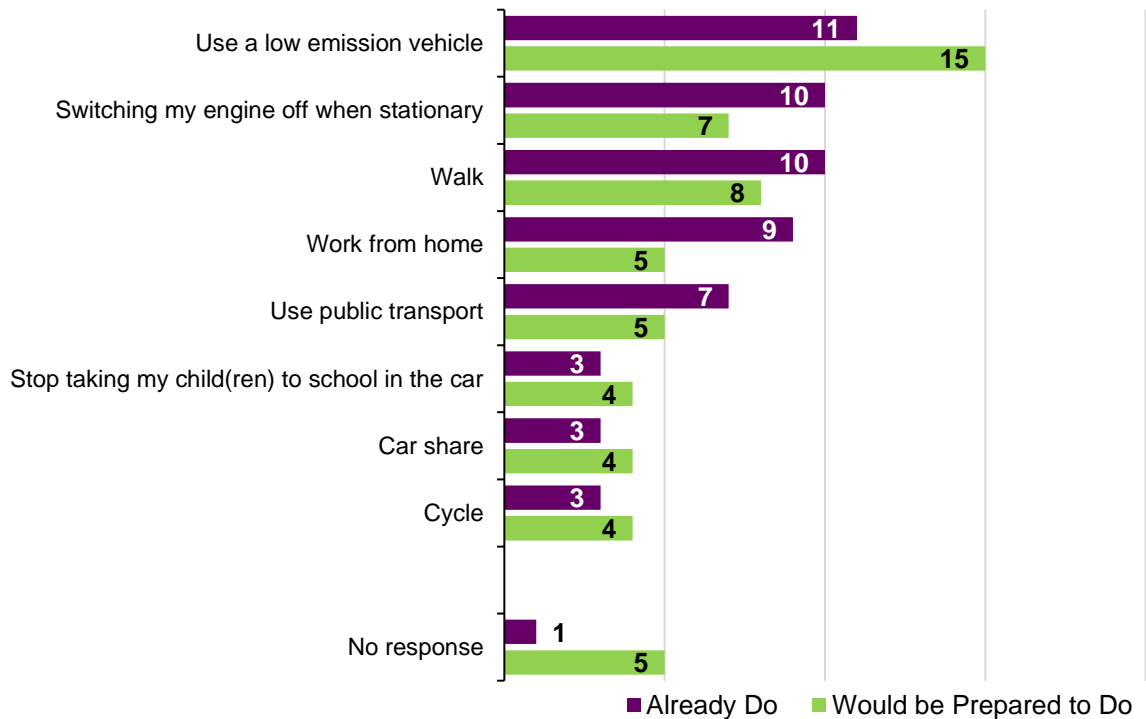
7.7 In addition, 10 out of 25 respondents already switch their engine off when stationary or walk where possible to improve air quality. However, a smaller proportion of businesses said that they would be prepared to behave this way in the future (seven responses prepared to switch off their engine and eight responses saying they would be prepared to walk)¹⁹.

¹⁷ See **Appendix 2.3** for respondent breakdown.

¹⁸ See **Appendix 2.4** for respondent breakdown.

¹⁹ See **Appendix 2.5** for respondent breakdown.

Figure 7.2: "What actions do you currently and are prepared to do to reduce air pollution?" (Businesses)



Source: Rotherham Clean Air Zone Consultation, 2019 (n = 25 responses)
 - Respondent counts have been reported due to small sample size

The Clean Air Zone Proposal and Effectiveness

7.8 Consistent with the responses from Rotherham residents, businesses were most likely to agree with the CAZ proposals to invest in the bus network. They most commonly agreed with proposals to provide financial support to upgrade buses operating in the most badly affected parts of Rotherham, with strong support to upgrade those operating on Rawmarsh Hill and Fitzwilliam Road.

7.9 More than four-fifths (21 responses) agreed or strongly agreed with the proposed support to upgrade buses on Rawmarsh Hill with three businesses opposing this view. The second most supported proposal (supported by more than three-quarters of business respondents, 19 responses) was for a similar support package for buses on Fitzwilliam Road, with 5 businesses opposing this view.

Table 7.1: Summary of Responses to Individual Clean Air Zone Proposals (Businesses)

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know	No Response
Support to upgrade all buses on Rawmarsh Hill	10	11	1	2	-	1
Support for buses on Fitzwilliam Road	10	9	2	3	-	1
Financial packages for SME's and LGVs	11	8	4	-	2	-
Ensure that all buses, are upgraded or retrofitted	8	11	1	1	4	-
Improve traffic flow on the A630 Fitzwilliam Road	4	14	1	2	4	-
Support for taxi drivers in Rotherham	9	9	3	3	1	-
Northbound HGV ban on the A629 Wortley Road	6	11	2	4	1	1
Reroute buses from Rawmarsh Hill to Barbers Avenue	7	6	3	-	9	-
50mph on Sheffield Parkway and Sheffield City Centre	1	10	6	6	2	-

Source: Rotherham Clean Air Zone Consultation 2019. (n = 25 responses)
 - Respondent counts have been reported due to small sample size.

7.10 Businesses were also supportive of measures to help Small and Medium Enterprises (SMEs) and individuals with Light Goods Vehicles (LGVs) to upgrade to a low emission vehicle. Just over three-quarters (19) of respondents agreed or strongly agreed with this proposal, with only four opposing the measure.

7.11 Consistent with views of residents, businesses in Rotherham were least supportive of the proposals to reroute buses from Rawmarsh Hill and introduce a reduced speed limit on the Sheffield Parkway. The Parkway proposal was the only measure where more businesses were opposed than were supportive of the idea.

Rotherham MBC Further Actions to Improve Air Quality

7.12 The consultation asked respondents what further action Rotherham MBC should be taking to improve air quality. Businesses were most likely to support the provision of more electric vehicle charging points, with no businesses disagreeing with the measure. There was also support from a majority of business respondents to promote walking and cycling and more public transport.

Table 7.2: Further Action by Rotherham MBC to Improve Air Quality (Businesses)

	Provide more electric vehicle charging points	More to promote public transport	More to promote walking and cycling
Strongly agree	13	6	5
Agree	7	9	9
Disagree	-	4	5
Strongly disagree	-	2	2
Don't know	5	3	4
No response	-	1	-
Total	25	25	25

Source: Rotherham Clean Air Zone Consultation 2019. (n = 25 responses)

- Respondent counts have not been reported due to small sample size.

8 Conclusions

Views on Air Quality and the Clean Air Zone in Rotherham

8.1 The consultation responses highlight a range of views on whether air quality in Rotherham is a problem. While around 45% of resident respondents thought air pollution was a problem in Rotherham, 35% didn't think it was much of a problem and 20% of respondents didn't know.

8.2 Views on who should be responsible for tackling air pollution were mixed. More than three-fifths of resident survey respondents think that local and national government should be responsible for improving air quality (68.8% and 63.7% respectively), whilst just less than half of respondents felt that responsibility lay with businesses and themselves as a member of the general public.

Current and Future Behaviour to Improve Air Quality

8.3 Respondents said they were already doing a number of things to improve air quality. A majority of respondents already switch off their engine to avoid car idling and walk rather than using a car. However, just over one-third of respondents say they use a low emission vehicle (34.7%); and less than three out of ten use public transport (27.6%); or work from home (26.7%), and even fewer say they cycle (19.8%), car share when making journeys (16.6%) or avoid using the car to drop off their child(ren) at school (13.9%).

8.4 When asked about what actions they would be prepared to take in future, over half of residents (54.8%) said that they would be prepared to use a low emission vehicle. Over two-fifths of respondents said that they would be prepared to walk (45.6%) or switch off their engine when stationary (44.8%), and just under two-fifths said they would be prepared to use public transport or work from home. These results indicate opportunities for the Council to introduce interventions to nudge people into performing these behaviours in order to improve air quality in the area.

The Clean Air Zone Proposal and Effectiveness

8.5 Each of the individual CAZ proposals included in the consultation received good levels of support, and for eight of the nine proposals over half of respondents said they agreed with them. The three proposals with the highest levels of support focussed on the upgrading or retrofitting of buses in Rotherham.

8.6 The proposal recording the lowest level of support was the rerouting of buses away from Rawmarsh Hill to Barbers Avenue. The proposal to introduce a 50mph speed limit on the Sheffield Parkway between Junction 33 of the M1 and Sheffield City Centre recorded the highest proportion of respondents disagreeing (43.1%) but also saw strong levels of agreement with the proposal (51.7%).

8.7 Whilst respondents were generally supportive of the individual proposals, they were less convinced of their effectiveness as an overall package to tackle air pollution. Some 46.4% of resident survey respondents felt that as a whole the CAZ policy would be fairly or very ineffective, with a further 23.6% not sure on its outcome.

Rotherham MBC Further Actions to Improve Air Quality

8.8 There was a general consensus that Rotherham MBC should be doing more to improve air quality, with the three proposed measures receiving high levels of support. More than three-quarters of respondents to the residents' survey agreed or strongly agreed that Rotherham MBC should provide more electric vehicle charging points, to help encourage drivers to invest in an electric or hybrid vehicle when making their next purchase.

Views of Businesses

8.9 A small number of businesses (25) in Rotherham and the surrounding area responded to the consultation²⁰. Less than half of business respondents thought air quality was a problem in Rotherham, and 14 business respondents thought that local authorities should be responsible for resolving the problem, with 16 saying it was the UK Government's role.

8.10 Looking to future behaviours of businesses, 60% of business respondents said they would be prepared to use low emission vehicles and 11 out of 25 businesses already do so.

8.11 Business views were largely consistent with those of residents in relation to the individual CAZ proposals. They were most supportive of measures to improve the quality of buses operating on Fitzwilliam Road and Rawmarsh Hill, in addition to supporting SMEs in financing compliant vehicles. Overall, businesses were least supportive of the potential introduction of a 50mph speed limit on the Sheffield Parkway and the rerouting of buses away from Rawmarsh Hill.

²⁰ The small sample size may mean that the results are not representative of the business base as a whole

Appendix 1: Resident Data Tables

Appendix 1.1: Resident Profile - Gender

Resident Profile – Gender		
	Count	Percent
Male	381	60.6%
Female	240	38.2%
Other	8	1.3%
Total	629	100%
No Response	13	-

Source: Rotherham Clean Air Zone Consultation 2019 (n = 629 responses)

Appendix 1.2: Resident Profile – Age

Resident Profile – Age		
	Count	Percent
Under 16	-	-
16 to 25	50	7.9%
25 to 34	140	22.3%
35 to 44	127	20.2%
45 to 54	124	19.7%
55 to 64	118	18.8%
65 or older	70	11.1%
Total	629	100%
No response	13	-

Source: Rotherham Clean Air Zone Consultation 2019 (n = 629 responses)

Appendix 1.3: Resident Profile – Disability

Resident Profile – Disability		
	Count	Percent
Disability		
Yes	72	11.5%
No	553	88.5%
Total	625	100.0%
No response	17	-
Type of Disability		
Long standing illness or health condition	46	63.9%
Physical or mobility impairment	41	56.9%
Mental health condition	20	27.8%
Learning disability/difficulty	5	6.9%
Sensory impairment	4	5.6%
Other	5	6.9%

Source: Rotherham Clean Air Zone Consultation 2019 (n = 625; 72 responses)

Appendix 1.4: “To what extent do you consider air quality to be a problem in Rotherham?”

“To what extent do you consider air quality to be a problem in Rotherham?”		
	Count	Percent
A very big problem	96	15.0%
A fairly big problem	190	29.6%
Not much of a problem	146	22.8%
Not a problem at all	80	12.5%
Don't know	129	20.1%
Total	641	100%
No response	1	-

Source: Rotherham Clean Air Zone Consultation 2019 (n = 641 responses)

Appendix 1.5: “Where do you think responsibility lies for improving air quality in our area?”

“Where do you think responsibility lies for improving air quality in our area?”

	Count	Percent
Local authorities	442	68.8%
UK Government	409	63.7%
Businesses	316	49.2%
Myself and other members of the public	310	48.3%
I don't think it needs improving	79	12.3%
Other	16	2.5%
I don't know	12	1.9%
Total	642	100%

Source: Rotherham Clean Air Zone Consultation 2019 (n = 642 responses)

Appendix 1.6: “To what extent do you agree or disagree with the overall aim of the Clean Air Zone proposals?”

“To what extent do you agree or disagree with the overall aim of the Clean Air Zone proposals?”

	Count	Percent
Strongly agree	171	26.7%
Agree	216	33.7%
Disagree	110	17.2%
Strongly disagree	80	12.5%
Don't know	64	10.0%
Total	641	100%
No response	1	-

Source: Rotherham Clean Air Zone Consultation 2019 (n = 641 responses)

Appendix 1.7: “What actions do you currently and are prepared to do to reduce air pollution?”

“What actions do you currently and are prepared to do to reduce air pollution?”

	I Already Do		I Would be Prepared to Do	
	Count	Percent	Count	Percent
Walk	336	58.2%	246	45.6%
Switching my engine off when stationary	336	19.8%	242	44.8%
Use a low emission vehicle	200	27.6%	296	54.8%
Use public transport	159	16.6%	204	37.8%
Work from home	154	26.7%	203	37.6%
Cycle	114	34.7%	162	30.0%
Car share	96	58.2%	135	25.0%
Stop taking my child(ren) to school in the car	80	13.9%	74	13.7%
Total	577	100.0%	540	100.0%
No response	65	-	102	-

Source: Rotherham Clean Air Zone Consultation 2019

Appendix 1.8: “Overall, as complete package, do you think the proposals will be effective in reducing levels of nitrogen dioxide to compliant levels within the shortest possible time?”

“Overall, as complete package, do you think the proposals will be effective in reducing levels of nitrogen dioxide to compliant levels within the shortest possible time?”

	Count	Percent
Very effective	37	5.8%
Fairly effective	155	24.2%
Fairly ineffective	167	26.1%
Very ineffective	130	20.3%
Don't know	151	23.6%
Total	640	100%
No response	2	-

Source: Rotherham Clean Air Zone Consultation 2019 (n = 640 responses)

Appendix 1.9: “Do you think that the Council should provide more electric vehicle charging points?”

“Do you think that the Council should provide more electric vehicle charging points?”

	Count	Percent
Strongly agree	295	46.1%
Agree	193	30.2%
Don't know	70	10.9%
Disagree	48	7.5%
Strongly disagree	34	5.3%
Total	640	100%
No response	2	-

Source: Rotherham Clean Air Zone Consultation 2019 (n = 640 responses)

Appendix 1.10: “Do you think the Council should be doing more to promote walking and cycling?”

“Do you think the Council should be doing more to promote walking and cycling?”

	Count	Percent
Strongly agree	235	36.7%
Agree	218	34.1%
Don't know	88	13.8%
Disagree	69	10.8%
Strongly disagree	30	4.7%
Total	642	100%
No response	2	-

Source: Rotherham Clean Air Zone Consultation 2019 (n = 640 responses)

Appendix 1.11: “Do you think the Council should be doing more to promote public transport?”

“Do you think the Council should be doing more to promote public transport?”

	Count	Percent
Strongly agree	222	34.7%
Agree	204	31.9%
Don't know	82	12.8%
Disagree	87	13.6%
Strongly disagree	45	7.0%
Total	642	100%
No response	2	-

Source: Rotherham Clean Air Zone Consultation 2019 (n = 640 responses)

Appendix 2: Business Data Tables

Appendix 2.1: “To what extent do you consider air quality to be a problem in Rotherham?”

“To what extent do you consider air quality to be a problem in Rotherham?”	
	Count
A very big problem	5
A fairly big problem	6
Not much of a problem	8
Not a problem at all	3
Don't know	3
No response	-
Total	25

Source: Rotherham Clean Air Zone Consultation 2019. (n = 25 responses)
- Respondent counts have been reported due to small sample size.

Appendix 2.2: “Where do you think responsibility lies for improving air quality in our area?”

“Where do you think responsibility lies for improving air quality in our area?”	
	Count
UK Government	16
Local authorities	14
Myself and other members of the public	12
Businesses	8
I don't think it needs improving	2
I don't know	1
Other	2
Total	25

Source: Rotherham Clean Air Zone Consultation 2019. (n = 25 responses)
- Respondent counts have been reported due to small sample size.

Appendix 2.3: “To what extent do you agree or disagree with the overall aim of the Clean Air Zone proposals?”

“To what extent do you agree or disagree with the overall aim of the Clean Air Zone proposals?”	
	Count
Strongly agree	4
Agree	10
Don't know	5
Disagree	1
Strongly disagree	5
No response	-
Total	25

Source: Rotherham Clean Air Zone Consultation 2019. (n = 25 responses)
- Respondent counts have been reported due to small sample size.

Appendix 2.4: “Overall, as complete package, do you think the proposals will be effective in reducing levels of nitrogen dioxide to compliant levels within the shortest possible time”

“Overall, as complete package, do you think the proposals will be effective in reducing levels of nitrogen dioxide to compliant levels within the shortest possible time”	
	Count
Very effective	2
Fairly effective	4
Don't know	6
Fairly ineffective	7
Very ineffective	6
No response	0
Total	25

*Source: Rotherham Clean Air Zone Consultation 2019. (n = 25 responses)
- Respondent counts have been reported due to small sample size.*

Appendix 2.5: “What actions do you currently and are prepared to do to reduce air pollution?”

“What actions do you currently and are prepared to do to reduce air pollution?”		
	I Already Do	I Would be Prepared to Do
	Count	Count
Use a low emission vehicle	11	15
Walk	10	8
Switching my engine off when stationary	10	7
Work from home	9	5
Use public transport	7	5
Cycle	3	4
Car share	3	4
Stop taking my child(ren) to school in the car	3	4
No response	1	5

*Source: Rotherham Clean Air Zone Consultation 2019. (n = 25 responses)
- Respondent counts have been reported due to small sample size.*

Appendix 3: Rotherham Taxi driver responses from Sheffield Consultation

Exactly 100 Rotherham-licensed drivers responded to Sheffield's consultation. About 70% of Rotherham licensed drivers enter the CAZ 4 or more days a week. Responding to the CAZ Rotherham drivers are *less likely* to upgrade their vehicles based off the charge, more likely to divert journeys around the CAZ and more likely to leave the trade.

This is how they would respond to the support packages:

- They are comparatively *more likely to be encouraged* to upgrade based on grant funding, interest free loans and maintenance/license incentives
- The preferred packages on offer in the CAZ plans are also much *more favourable* with Rotherham taxis than their equivalent in Sheffield – however it should be said that there is still a minority of the total who are in favour of these measures.

Full response from Sheffield's clean air zone survey can be found on Sheffield City Council's website.

Appendix 3.1

Q22. "If the proposed charges are introduced, how are you likely to respond?" (Most Likely)

	Pay the Charge	Replace my Vehicle	Work More Hours	Divert Journeys	Work Elsewhere	Change License Type	Leave the Taxi Trade
Licence issued by							
Sheffield	24.1%	27.4%	31.6%	54.1%	35.4%	33.9%	34.4%
Rotherham	28.3%	15.8%	36.5%	61.5%	34.6%	33.3%	60.6%

Appendix 3.2

Q27. "If you currently drive a taxi/private hire vehicle that would be charged to drive in the Clean Air Zone, what would most encourage you to change or upgrade to a compliant vehicle? (Would Encourage Me)"

	Charge for Entering the City Centre	Grant Funding for Replacement Vehicle	Interest Free Loan for Replacement Vehicle	Maintenance and License Incentives	Fuel Vouchers	Priority for Taxis, Buses and Cycles	Customers Wanted Non-Polluting Taxis	Greater Understanding of Health Impacts	Taxi Rank Restrictions
Licence issued by									
Sheffield	3.4%	38.9%	12.2%	35.8%	34.0%	10.1%	6.2%	5.8%	18.5%
Rotherham	14.1%	62.8%	50.0%	58.2%	44.0%	45.1%	27.5%	22.0%	16.5%

Appendix 3.3

Q28. "To what extent would the proposed support packages help you to upgrade to a cleaner vehicle that would not be subject to the charge? (To A Great and Moderate Extent)"

	Grant Funding for Retrofitting Technology	Interest Free Loan for Upgraded Vehicle	A Period of Free Service / MOT	Vouchers for Free Electric Charging
Licence issued by				
Sheffield	7.7%	8.8%	7.5%	6.5%
Rotherham	29.7%	34.4%	33.3%	28.4%