

## **A powerful voice for your business**

FAO : Sandra Coltman, Air Quality Action Plan Coordination Officer, Environmental Health,  
Winchester City Council

Public Consultation on draft Air quality Action Plan – Winchester City Council.  
Response from Hampshire Chamber of Commerce – February 2017

The Winchester Area Committee of the Hampshire Chamber of Commerce notes the issues raised concerning air quality in Winchester in the consultation document issued by Winchester City Council. It also notes that approximately 50% of NOX emissions within Winchester are as a result of “background” sources (M3, Portsmouth and Southampton). It is therefore imperative that there is a co-ordinated plan for addressing this issue as Winchester is unable to continue to improve, as it has historically done, the level of air quality on its own.

The Chamber supports the fundamental importance of addressing air quality issues within Winchester. Businesses themselves require a productive and engaged workforce and therefore the health and wellbeing of their employees is a key consideration. Businesses also recognise the importance of addressing their own impact on air quality in the local area and of altering their behaviours and approaches to achieve a cleaner air environment for everyone who lives, works and shops within Winchester.

In terms of the specific measures that are proposed within the AQAP the Chamber;

- (i) Notes the proposals to discourage diesel cars from coming into the city centre in favour of low emission vehicles. It is recommended that this is based on a strategy of “incentivisation”, rather than “penalisation”, and that the resources devoted by the Council to implementing and policing this strategy are appropriately aligned to the benefits that would be received in terms of air quality.
- (ii) Notes the importance of improving overall traffic management and flows within Winchester. NOX emissions are at their highest when cars are accelerating and therefore a constant traffic jam/stop-and-start approach to traffic management will simply not contribute to the goals of improving air quality. The Council, in conjunction with Hampshire County Council, should be prioritising plans that ensure traffic flows smoothly through the city centre and that cars can be directed to appropriate parking options within the city without needing to drive between multiple car parks.
- (iii) Totally supports the introduction of a new Park and Ride site in North Winchester. This should have top priority and should be delivered prior to undertaking further measures to move the cars of office and retail workers from the city centre. An alternative parking option to the north of Winchester is urgently required. If possible this should be delivered within the context of the Winnall Planning Framework, which has identified the importance of improving “connectivity” between Winnall and the city centre. This would be solidly supported in the context of a Northern Park and Ride.

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- (iv) Absolutely supports the importance of engaging in a comprehensive behavioural change campaign intended to encourage the transition to low emission vehicles and a transition to public transport. The education and support of residents, workers and shoppers will be key to effectively achieving the aim of the Council and the goal should be to achieve public support for any changes as an alternative to a feeling of “imposition” of changes without clearly identified benefits.



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**Hampshire Chamber of Commerce** is one of the largest business representational groups in the UK. It represents the voice of local business across the county to the Enterprise M3 LEP and the Solent LEP via the Hampshire & Isle of Wight Business Alliance of which it is the founding partner. This substantial Hampshire Chamber business network engages businesses of all sizes and in all sectors, whether throughout Hampshire with its two sector committees for Planning & Transport and Professional Services, or in local groupings via its seven Area Committees for Southampton, Eastleigh, Portsmouth, Rushmoor & Hart, Basingstoke, Andover and Winchester, as well as six affiliated membership organisations in Alton, Alresford, Andover Town Centre, Romsey, Stockbridge and Lymington. It is also the lead organisation for Creative South and Future South.