

Pre consultation engagement activity (September 2017 to November 2018)

Background

In line with good practice, prior to a formal or statutory consultation there is a period of engagement. This represents an opportunity for stakeholders to be prepared for the consultation when it starts, for example in this instance to have a good awareness of air pollution and the complexities of tackling it in an urban context, so that they can focus more readily on the detail of the CAZ proposals when the consultation starts. Done well, early engagement can flush out potential problems, issues that are unexpectedly contentious, and hone the communication and messages for the consultation proper.

In Bristol there is already a significant level of activity amongst a range of actors in a number of sectors, including communities, campaigners, health organisations and businesses.

The programme worked with these stakeholders to develop the engagement programme including workshops and training, and a collaborative approach to National Clean Air Day 2018.

The engagement also served another key purpose in building trust and relationships with a wide range of stakeholders. Whilst it wouldn't be appropriate or desirable for campaigners and the council directed to implement a CAZ scheme to be in full agreement, for them to fully understand one another's positions and if they do disagree to do so respectfully, saves a very significant amount of resource in the lead up to and during the consultation period. It is notable that negative reactions were significantly lower than many anticipated for this scheme and there is little doubt that the engagement was a significant factor in this.

1. Public stall Events at busy centre locations / neighbourhood hubs

BCC and Jacobs teams spoke to members of the public at the following events:

Date	Event	Location
15 03 18	Public stall drop-in	Cabot Circus / City Centre
16 05 18	Public stall drop-in	Gloucester Road
29 05 18	Public stall drop-in	Asda Bedminster
21 06 18	Clean Air Day stall (Public drop- in)	College Green / City Centre
21 07 18	Harbour Festival (Public- stall drop- in)	Harbourside / WoE and beyond

Note these are highlighted below as duplication – however shows events in context and timeline

At each event, officers and consultants also gave out a significant number (100-300) of Clean Air Leaflets, with a greater number at the Harbour Festival. Officers also encouraged people to sign up for a newsletter (250 in total by end of engagement period).

Correspondence or Event	Date
Up Our Street (neighbourhood management organisation)	11/10/2017
HE Call M32 Air Quality	23/10/2017
Taxi Forum	08/11/2017
BCC Planning Divisional Meeting	07/12/2017
Bristol Clean Air Alliance meeting	01/01/2018
Telecon with local health professional activist	12/01/2018
Taxi Forum	08/03/2019

Drop in session Cabot Circus Public Stall Drop-in event	15/03/2018
Environment Agency	15/03/2018
Neighbourhood Planning Network Presentation	10/04/2018
NPN (Neighbourhood Planning Network) Quarterly meeting	10/04/2018
ClairCity Game Launch	11/04/2018
Managing difficult conversations	17/05/2018
Meeting Motorcycle Action Group	30/04/2018
Clean Air for Bristol branding completed	02/05/2018
Videos and older people - oral histories about air pollution experiences	02/05/2018
Congestion Task Group	
Engagement call with HGV rescue	03/05/2018
Meeting with Highways England	04/05/2018
Clean Air for Bristol Website	04/05/2018
Clean Air for Bristol Twitter launched	04/05/2018
Ashley labour party air quality group	14/05/2018
Gloucester Road Public Stall Drop-in event	16/05/2018
Meeting Bristol Air Quality Alliance	18/05/2018
ASDA Public Stall Drop-in Event	29/05/2018
Engagement Partners Training	31/05/2018
Meeting with UPS	01/06/2018
Engagement Partners Training	06/06/2018
RADE (residents against dirty energy)	06/06/2018
Bishopston, Cotham and Redland Community Forum Presentation by MJL	11/06/2018
Planning Services Division (internal BCC) Presentation	11/06/2018
telecon with Highways England	15/06/2018
National Clean Air Day events including Public Stall drop in event in front of City Hall	21/06/2018
Meeting with Freight Transport Association	27/06/2018
Clean Air for Bristol Facebook Page created	02/07/2018
BCAA meeting	05/07/2018
Letter from MAG	11/07/2018
Bristol Clean Air Conference, hosted by Bristol Green Capital Partnership	12/07/2012
Sustainable Travel Team briefing Travel Advisers (TAs)	18/07/2018
SusCom North Bristol	19/07/2018
Emergency services meeting	20/07/2018
BID (Business Improvement District)	27/07/2018
Harbour Festival Public Stall drop-in event	21/07/2018
additional business meeting	28/07/2018
Councillor Briefings x 2	02/08/2018
BCC (now ex BCC) Cycle Forum Presentation	16/08/2018
Cycle Sunday - The Downs	15/09/2018
BCC Carers management roundtable	27/09/2018
Bristol Older People's Forum	04/10/2018
Up Our Street (neighbourhood management organisation)	14/11/2018
Action Greater Bedminster	29/11/2018
Ambition Lawrence Weston Planning Group	13/12/2018
MedAct volunteers	21/11/2018

In addition the following materials (online and physical) were produced:

- Engagement Toolkit of factual information for partner or ally organisations to communicate on air pollution and the CAP
- 2 x pop up event banners, 100s of flyers, 100s of copies of newsletters and a more accessible summary of the OBC, together with social media content
- Website includes an FAQ and developed as the engagement work progresses, also including a feedback form and newsletter request facility

Synopsis of feedback from conversations at public stall drop-in events:

- The Majority of people are supportive and many people who drive vehicles which may be subject to a charge are supportive as they recognise the importance of improving public health.
- A significant number of people want the city council to go further, with more pedestrianisation, more car-free areas, more cycling infrastructure.
- However there are also a lot of concerns; concern about people parking in residential areas just outside the zone where there are no RPZ, in particular the Bishopston area.
- People concerned about knock on effect of traffic from the small zone, with vehicles diverting around it onto other, and in particular residential roads.
- Radically better public and rapid transport was frequently mentioned, and to a lesser extent the subsidising of electric vehicles
- There is a widely held view that the Clean Air Plan is too narrow, because it only focuses on NOx and only on achieving legal limits
- Concern from residents who live in areas just outside the zone, that air quality will be worse because of the zone outside the zone. Some want the boundaries changed to include other neighbourhoods, including St George, partly due to major roads within the AQMA that have schools close to them. We anticipate that any charging zone will improve air quality outside the zone as well as inside it but this will be tested in the next phase of the study.
- People mostly concerned for others, e.g. carers, tradesmen, people with large families and young children, people with special needs should be exempt.
- Using the railway as the boundary in Easton helps reduce complexity and costs of boundary, but divides an already divided community; the railway already prevents movement and mixing, this will be exacerbated.

Engagement Approach

During this stage we will utilise messaging to raise awareness of implementation dates, circulate the available channels of support from Bristol City Council, and continue to focus on health messages. We will share these via our website and social media campaigns from the @ [@BCC_Clean_Air](#)