

Report to: Chief Officer Highways & Transportation

Date: 23 May 2017

Subject: Clean Air Zone & Air Quality Improvement - Communications

Capital Scheme Number : 32751

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number: 10.4 (3) Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

- 1 Leeds City Council has been named in the UK Governments Plan to improve Air Quality as requiring a Clean Air Zone in order to reduce public exposure to emissions from transport.
- 2 Work between Leeds City Council and a joint DEFRA/DfT Air Quality Unit (JAQU) is progressing with scoping work to determine the location, classification and size of the Clean Air Zone (CAZ) that Leeds will need to implement in order to be compliant with the government's targets for Air Quality. This implementation will be supported by a communications strategy that will raise awareness of air quality and prepare stakeholders for implementation of the CAZ.
- 3 Leeds City Council has received confirmation from JAQU that one business case application for £30,000 Capital Grants to fund market research activity in relation to communications has been approved. This research will identify customer opinions, perceptions and attitudes around air quality. This will enable us to inform air quality campaigns in an efficient way by targeting groups in the most appropriate ways and using the most suitable media.
- 4 An additional £50,000 has been awarded by DEFRA through their Air Quality Grant scheme to support communications activity related to National Clean Air Day.
- 5 The funding has a total value of £80,000 have been accepted by Defra for the following purposes.

- 6 The £30,000 will enable assistance from specialist consultants to complete vital analysis of market research and customer segmentation work to be completed that will inform long term communications strategy.
- 7 £50,000 to be received to fund Leeds City Council's communications activity in support of National Clean Air Day (NCAD). NCAD is a joint campaign being delivered by the 5 Clean Air Zone cities and Greater Manchester in partnership with Global Action Plan. DEFRA have provided the funding for this event and campaign through a successful application for Air Quality Grant Funding as submitted by Southampton CC on behalf of the partner authorities. .
- 8 £50,000 will be provided to Leeds City Council from the overall DEFRA funding through a grant award from Southampton City Council who will receive the total funds from DEFRA for distribution.
- 9 The appointment of specialist support to complete the market research and customer segmentation analysis will be completed using a suitable competitive procurement process.

Recommendations

The Chief Officer Highways and Transportation is requested to:-

- i) Approve the request to utilise expertise in market research and customer segmentation to assist in developing the Air Quality communications strategy;
- ii) Approve the use of internal communications resources to liaise with the internal and external partners as necessary to ensure effective and timely progression of the work to support delivery of National Clean Air Day;
- iii) Approve the injection of £80,000 into the Capital Programme, funded by approved Government grants; and
- iv) Authorise expenditure of up to £80,000 to be funded via the DEFRA air quality capital grant award and feasibility study award to cover the cost of the work streams as itemised above.

1. Purpose of this report

- 1.1 The purpose of this report is to seek approval to incur expenditure of up to £80,000 which will be funded via DEFRA Capital Grant awards to support activities related to a communications activity to deliver a successful National Clean Air Day event in Leeds and to support engagement with stakeholders in support of the implementation of a Leeds CAZ.
- 1.2 To commence a procurement exercise to appoint market research expertise to support and assist the Council developing its communications planning.

2. Background information

- 2.1 Leeds City Council has 7 breakthrough projects; one of which is 'Cutting Carbon and Improving Air Quality'. Work has been undertaken over the last 18 months to identify opportunities to reduce emissions from Transport activities within the authorities own fleet and beyond.

- 2.2 Work has been undertaken to review the authorities own fleet, support bus and taxi operators in considering low emission vehicles and identify opportunities to improve public health through delivering projects that encourage active travel.
- 2.3 Leeds is now being mandated by central government to introduce a Clean Air Zone (CAZ) in the city that will further encourage a transition towards lower emission vehicles being operated by commercial fleets, including HGV's, LGV's, Buses and taxi and private hire vehicles.
- 2.4 In order to support delivery of the CAZ engagement with the city and stakeholders is required to raise awareness of air quality and identify the steps that will need to be taken to comply with a CAZ. This requires a comprehensive and well planned communications campaign.
- 2.5 Implementation of a CAZ within Leeds will have impacts on those who own non-compliant vehicles. In order to minimise those impacts and cause the least amount of disruption work to give advance warning of the CAZ and also to educate on the benefits of a low emission city work needs to be undertaken. Market research to understand the attitudes, perceptions and how customer groups are best communicated with to encourage behaviour change is required. Potential additional air quality benefits could be achieved through transitioning certain sectors of local fleet on to lower emission alternative fuels – this can be supported by effective communication.
- 2.6 DEFRA have also funded 6 cities (including Leeds) to deliver a National Clean Air Day with supporting activities before and after the event. As such communication work needs to be funded to deliver the production of local literature, materials, campaign items, secure advertising space and manage on the day events.

3. Main issues

- 3.1 Leeds will commission a detailed study of customer attitudes to air quality and use this to develop complex customer segmentation data and profiles that will be used to inform development of an effective and efficient communications campaign.
- 3.2 The study will allow learning to be shared based on customer profiling with other local authorities and DEFRA in order to support nationwide campaigns on air quality. This will utilise well established customer profiling techniques – such as MOSAIC profiles.
- 3.3 The results of the research will be refreshed to determine the success of campaigns. This will allow for refinement on key messages and the media used to ensure that maximum message penetration and potential air quality benefits are delivered. This data and analysis will be facilitated by the £30,000 grant awarded for this purpose by DEFRA.
- 3.4 Support for the successful National Clean Air day will be delivered through utilisation of the £50,000 grant that will be received from DEFRA via Southampton CC as part of a successful joint bid for Air Quality Grant Funding from DEFRA.
- 3.5 The finance for this work will be provided by the budget allocated to Leeds by DEFRA through two separate Air Quality Grants. One grant for £30,000 was allocated specifically to support the delivery of market research. This budget will be used in full to deliver this procurement. A further grant of £50,000 was awarded for Leeds communications activity in support of the NCAD. The combined £80,000

grant award will be used to provide the required budget to complete the activities outlined in this report.

4. Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 The scoping work for a Clean Air Zone is being delivered across service areas with officers reporting to the Low Emission Zone Board. Engagement with key stakeholders with Fleets has been initiated.
- 4.1.2 The tender for the contract for market research is being delivered by the Procurement and Project team in partnership with the Communications team.
- 4.1.3 Engagement with the Director of Environments and Housing and the lead member for the Environment has been undertaken to ensure senior officer and member support for the market research and National Clean Air Day work.

4.2 Equality and Diversity / Cohesion and Integration

- 4.2.1 An equality, diversity and cohesion screening document has been undertaken for the programme of work and it is not considered that the content of this report or the recommendations made will have any impact on any specific group or individuals.

4.3 Council policies and City Priorities

- 4.3.1 The outcomes from the procurement provided for by this report will contribute to the Councils business plan through spending money wisely and supporting healthier lifestyles through encouraging cleaner transport modes.

4.4 Resources and value for money

- 4.4.1 The market research contract is to be delivered via a competitive procurement exercise that has been established in order to ensure best value is achieved for the authority.
- 4.4.2 The budget for this tender is being provided through funding secured from DEFRA by two successful bids for Air Quality Grant funding. One specifically designed for market research and one to support National Clean Air Day.
- 4.4.3 Additional budget provided by DEFRA via their feasibility study business case process requires that the submitting authority (Leeds City Council) must demonstrate value for money and that appropriate options appraisals and procurement processes before funding is awarded. This has been completed to DEFRA satisfaction.
- 4.4.4 The total expenditure is planned to be £80,000 funded from two Government grants (£30,000 plus £50,000).

4.4.5 Capital funding and cashflow :

Previous total Authority to Spend on this scheme	TOTAL £000's	TO MARCH 2017 £000's	FORECAST				
			2017/18 £000's	2018/19 £000's	2019/20 £000's	2020/21 £000's	2021 on £000's
LAND (1)	0.0						
CONSTRUCTION (3)	0.0						
FURN & EQPT (5)	0.0						
DESIGN FEES (6)	0.0						
OTHER COSTS (7)	0.0						
TOTALS	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Authority to Spend required for this Approval	TOTAL £000's	TO MARCH 2017 £000's	FORECAST				
			2017/18 £000's	2018/19 £000's	2019/20 £000's	2020/21 £000's	2021 on £000's
LAND (1)	0.0						
CONSTRUCTION (3)	0.0						
FURN & EQPT (5)	0.0						
DESIGN FEES (6)	0.0						
OTHER COSTS (7)	80.0		80.0				
TOTALS	80.0	0.0	80.0	0.0	0.0	0.0	0.0
Total overall Funding (As per latest Capital Programme)	TOTAL £000's	TO MARCH 2017 £000's	FORECAST				
			2017/18 £000's	2018/19 £000's	2019/20 £000's	2020/21 £000's	2021 on £000's
LCC Supported Borrowing	0.0						
Private Sector	0.0						
Section 106 / 278	0.0						
Government Grant	80.0		80.0				
Any Other Income (Specify)	0.0						
Total Funding	80.0	0.0	80.0	0.0	0.0	0.0	0.0
Balance / Shortfall =	0.0	0.0	0.0	0.0	0.0	0.0	0.0

4.5 Legal Implications, Access to Information and Call In

4.5.1 This is classified as an administrative delegated decision. No call in period applies.

4.6 Risk Management

4.6.1 Risk to the Authority if this is not actioned is the failure to complete the necessary work within the required timelines being demanded by DEFRA. This would risk impacting on the authorities' ability to deliver and implement a Clean Air Zone before 2020 as mandated by central government.

5. Conclusions

- 5.1 Approval is sought from the Chief Officer (highways and transportation) to commence and execute the required procurement exercises as outlined above on behalf of Leeds City Council.
- 5.2 Approval is sought to incur expenditure of up to £30,000 on market research related to Air Quality to be funded via the DEFRA Air Quality Grant funding.
- 5.3 Approval is sought to incur expenditure of up to £50,000 to support National Clean Air Day planning and implementation in Leeds to be funded via DEFRA Air Quality Grant funding.

6. Recommendations

6.1 The Chief Officer Highways and Transportation is requested to:-

- i) Approve the request to utilise expertise in market research and customer segmentation to assist in developing the Air Quality communications strategy;
- ii) Approve the use of internal communications resources to liaise with the internal and external partners as necessary to ensure effective and timely progression of the work to support delivery of National Clean Air Day;
- iii) Approve the injection of £80,000 into the Capital Programme, funded by approved Government grants;
- iv) Authorise expenditure of up to £80,000 to be funded via the DEFRA air quality capital grant award and feasibility study award to cover the cost of the work streams as itemised above.

7. Background documents¹

7.1 No background documents

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.