

Oxfordshire Health Improvement Board

20 October 2016

Bicester Healthy New Town Programme

**Report from Ian Davies
Director of Operational Delivery Cherwell District Council**

Purpose of report

To provide Oxfordshire's Health Improvement Board with a progress report on Bicester's participation in the NHS England Healthy New Town Programme (HNT), and an update on action being taken to address air quality issues in the town. It is acknowledged that Barton, Oxford is also part of the national HNT programme and whilst this report provides an overview of the Bicester HNT programme only, the Health Improvement Board may wish to receive a similar report on Barton at a future meeting.

1.0 Recommendations

The Health Improvement Board is recommended:

- 1.1 To note Bicester's participation in the NHS England Healthy New Town Programme and the progress of Bicester's Healthy New Town Programme as at October 2016.
- 1.2 To note action that is being undertaken to address air quality issues in Cherwell and Bicester in particular.

2.0 Introduction

- 2.1 In June 2015, the NHS issued a prospectus to invite bids to participate in a Healthy New Towns (HNT) Programme. The initiative was aimed at putting health at the heart of new neighbourhoods and towns by future-proofing new communities for the health and care challenges of this new century – obesity, dementia, new models of digital health, by designing in health and modern care from the outset.
- 2.2 The objectives of the programme were:
 - Designing in healthy living (developing new and more effective ways of shaping new towns, neighbourhoods and strong communities that promote health and wellbeing, prevent illness and keep people independent;
 - Capitalising on new home-based care and technologies to support older people at home;
 - Sharing infrastructure across public services to make smarter use of taxpayer investment;

- Making learning available to other national programmes as well as other local areas and to show what is possible when we radically rethink how health and care services could be delivered, freed from the legacy constraints.

2.3 The NHS was seeking long-term partnerships from across the country covering housing developments that meet the following criteria:

- Are in areas identified for future population growth or housing need (e.g. in regional or local plans);
- Are in the pre-application, pre-master planning or master planning phase;
- Are planning schemes of at least 250 homes (with no upper limit on the size of a development);
- Have the active backing of the relevant local authorities even if subsequent planning decisions are outstanding;
- Applications from local authorities, housing associations and the construction sector (as well as other key stakeholders who could form a broader coalition or partnership, including the Local Planning Authority).

2.4 Led by Cherwell District Council, representatives from a range of local health sector organisations, local government, the voluntary sector and A2Dominion - the NW Bicester lead developer, submitted a partnership based expression of interest (EoI) and then, following long-listing from the 114 EoIs nationally, a presentation for a day's 'Dragon's Den' shortlisting event was held on 3 February 2016. On 1 March 2016, the NHS announced 10 shortlisted bids to become part of the Programme, of which Bicester and Barton were included.

3.0 Report Details

The Bicester Healthy New Town Partnership

3.1 The lead partners who presented to the NHS and have shaped the proposal so far are:

Ian Davies - Director of Operational Delivery, Cherwell District Council
 Rosie Rowe - Head of Provider Development (Out of Hospital Care), Oxfordshire Clinical Commissioning Group
 Dr Nick Scott-Ram - Director of Commercial Development, Oxford Academic Health Science Network
 Louise Caves - Strategic Partnerships Manager, A2 Dominion Housing Group
 Jenny Barker - Bicester Delivery Manager, Eco Bicester Project Team, Cherwell District Council

3.2 The wider Bicester partnership contains the following additional organisations:

NHS England South, Oxford Health NHS Foundation Trust, Oxford University Hospitals NHS Trust, Oxfordshire County Council, Bicester Town Council, Oxford Brookes University, Oxford University, Age (UK) Oxfordshire, Healthwatch Oxfordshire, Bicester Locality Patient Forum, North Oxfordshire Community Partnership Network, ISIS Innovation, ONEFED GP Federation, Health Education Thames Valley, Oxfordshire Sport and Physical Activity, Oxfordshire Local Enterprise Partnership and the Oxfordshire Health and Wellbeing Board.

- 3.3 The partnership already has an 'engine of innovation' in the Eco Bicester Living Lab set up by Bioregional and Oxford Brookes University to provide support for research and innovation and the Digital Health Network led by Oxford University, ISIS Innovation and the Oxford AHSN to improve health outcomes through providers of innovative digital technologies and health services.

The Bicester Healthy New Town Bid

- 3.4 The bid focuses on Bicester - a market town that is planned to near double in size, including the innovative national exemplar Eco Town development at North West Bicester led by A2Dominion. The HNT Initiative provides the opportunity to develop further the innovations at NW Bicester and to identify the impacts they have on public health and be replicated across the later phases of large scale planned growth for the town, other areas of the town and elsewhere in the county and country. Bicester will have 26,000 homes that will be available across the whole town, of which 13,000 will be new homes including 6,000 in the exemplar Elmsbrook at NW Bicester Eco development. The first phase of this is the 393 home Elmsbrook site, with the first occupations taking place from summer 2016.
- 3.5 At Elmsbrook there is a built environment which will be **a catalyst for Healthy Living** through:
- Its **integrated design**, featuring highly energy efficient, adaptable homes that support independent living within a well-designed public realm, where 40% of the site will be multi-functional green active space supported by a network and hierarchy of safe cycle and walking routes with accessible public transport.
 - Digital, community and travel connectivity functions which are hard wired into the design. Digitally enabled communities with smart tablets called Shimmy's in every home to encourage healthy lifestyles with real-time energy, travel and community information.
 - A community and physical infrastructure to promote and actively engage residents to live **healthy lives** as the norm.
- 3.6 The scale of development in Bicester is such that lessons from early developments such as NW Bicester can be used to inform further town development and innovation in the built environment and community buildings. This learning will be relevant countywide and nationally as the level of housing delivery increases to meet the country's need. The Healthy New Town Programme at Bicester is focusing on the whole town and how the new housing can improve the health and wellbeing of all residents.
- 3.7 Bicester was identified in NHS England's 5 Year Forward View as a Garden Town offering opportunities to deliver innovative health and social care to its rapidly growing population. The scale of the development creates opportunities to:
- Improve **access** to health and social care services;
 - Facilitate **early detection and prevention** through active monitoring and management;
 - Assist the **management of long term conditions** to improve outcomes;
 - Help individuals **remain in their own homes and communities**.

3.8 These objectives will be achieved through:

- Delivering a **greater number of services locally** than traditionally available in general practice;
- Using **new technologies** within the home, health and social care settings;
- **Enhanced integration** between health and care, housing, transport, and other public services, and of services (between primary and secondary care, mental and physical health, health and social care, and preventative and treatment services);
- Using a **place based approach** to funding of health and social care services and expanding outcome based contracts currently in place;
- Developing **workforce initiatives** that deliver health and social care in innovative ways.

3.9 The Bicester HNT Programme has developed three multi-agency work streams – the built environment, community activation and new models of health and social care. It is these which are the main focus for delivering innovation and change.

3.10 Digital Innovation is a key enabler for all three work streams and is led by Oxford Academic Health Science Network. This includes new digital technologies and health related applications to promote self-diagnosis, self-monitoring and self-care. To consider the optimum approach to matching the needs of the Bicester HNT with the technology opportunities available and how such technologies could be introduced. This is to include the joint development of A2D's Shimmy tablet and the public need to adopt an inclusive and healthy lifestyle.

Bicester HNT Vision and key objectives

3.11 The aim of the Bicester Healthy New Town Programme is to enable people who live or work in Bicester to live healthier lives and to prevent ill health in the future. The two key **priorities** for the programme are:

- To reduce the number of people who are overweight or obese in order to prevent future health problems;
- To reduce the number of people who feel socially isolated in order to improve mental wellbeing.

The programme aims to improve both the physical and mental health of everyone in Bicester – the existing community as well as those moving to the town.

3.12 The following is an explanation of the three work streams with the key objectives which have been developed for each:

Built Environment: making the best use of Bicester's built environment to encourage healthy living – led by Cherwell District Council. This includes the healthy living aspects for all ages of the urban and built environment of new developments in Bicester, with learning from what's being implemented at NW Bicester – energy efficient and life time adaptable homes, cycle ways, walkways, sustainable transport, public transport, urban design especially physical connectivity and accessibility, multi-activity open space, green corridors and community assets.

- Going for Green - to maximise the use of Bicester's green spaces for healthy living;
- To create a 'walkable and cycleable community' with a comprehensive walking and cycling network;
- To develop planning policies which support the creation of a healthy environment.

Community Activation: helping local people to live healthier lives with the support of community associations, schools, and employers. This is led jointly by A2Dominion and Cherwell District Council and revolves around people based activities and the social support infrastructure. It therefore includes the voluntary sector, new and emerging local groups, education and learning opportunities, healthy lifestyle activities and programmes, social inclusion programmes, carers etc.

- To build better connected communities with the creation of a network of volunteer community activators;
- To support schools, nurseries, colleges and families to get young people more active and eating healthily in order to increase their physical and mental wellbeing;
- To encourage local workplaces to promote health and wellbeing at work.

New Models of Care: Creating care closer to home: led by Oxfordshire CCG, this includes adopting the care closer to home principle plus full social and health care service integration and remodelling by providers and commissioners. Exploration of new models of care and patient activated self-care where appropriate.

- To create a 'primary care home' with integrated community health and social care supporting GP clusters to care for people with complex care needs;
- To deliver new care pathways for long term conditions which minimise hospital based outpatient care (focusing first on diabetes);
- To plan to meet future care needs through the provision of primary and community care from health campuses in the town.

- 3.13 Workshops with Bicester Healthy New Town partnership members and local experts were held on 26 May and 28 July 2016 in order to develop further detail of the activities of these work streams and priority areas for focus. A further workshop attended by 70 local Bicester stakeholders on 6 October 2016 was held to engage local community leaders and organisations with the programme, to check that its priorities reflected local concerns, and to enable them to shape further development of the programme. This was a most valuable exercise which greatly assisted in identifying the current activity, initiatives and relevant organisations to be engaged in the HNT programme and to finalise the draft action plan contained at Appendix 1.
- 3.14 Evaluation of the programme and its impact is being guided by a Local Evaluation Advisory Group comprising interested local academics from Oxford University and Oxford Brookes University. Their research expertise in public health, the built environment, primary care, public engagement, and digital innovation is helping to develop an evaluation framework that will identify which elements of the programme work, for whom, and why so that this learning can be shared more widely.

Air Quality Issues in Bicester

- 3.15 Air quality is a matter which has been identified previously by the Health Improvement Board as having relevance to its remit. It is also of relevance to creating a healthy new town in Bicester and hence, the latest position is detailed here.
- 3.16 As part of its statutory duties Cherwell District Council has conducted a review and assessment of air quality in Cherwell against national air quality objectives. This review confirmed the air quality objective for nitrogen dioxide was being exceeded at four locations in the District and Air Quality Management Areas (AQMAs) were subsequently declared for these areas. The AQMAs are at:
- Hennef Way in Banbury
 - Horsefair/North Bar in Banbury
 - Bicester Road in Kidlington
 - Kings End/Queens Avenue in Bicester
- 3.17 A draft Air Quality Action Plan (AQAP) for Banbury, Bicester and Kidlington to improve air quality in these areas has been produced for the purpose of consultation. As road transport sources are the cause of the problem in each AQMA, the AQAP has been developed in consultation with Oxfordshire County Council as the local Highways Authority.
- 3.18 The action plan has to be realistic and reflects the current priorities and resources available to the Council and the highways authority. At this stage, all possible actions have been put forward for consideration and so some of the proposals are preliminary or relatively broad and will require further work before they can be quantified in terms of costs and benefits. Appendix 2 contains relevant extracts from the draft AQAP with specific detail about Bicester.
- 3.19 Particularly relevant and a challenge here is the need to consider the effects of new development with increased traffic movements on air quality and how this plan can contribute to new developments. Commuters in Bicester travel relatively long distances to work and therefore reducing travel by car, managing traffic congestion and maximising the opportunity to shift from car dependency to sustainable modes of transport are the key challenges which are recognised in the draft plan. This approach is also consistent with the Bicester HNT programme which therefore supports the AQAP.
- 3.20 The Air Quality Action Plan is currently the subject of public and stakeholder consultation. Statutory consultees include the local Highways Authority, Defra (on behalf of the Secretary of State), Highways England, Environment Agency, Public Health England, Oxfordshire Public Health, and Neighbouring Authorities.
- 3.21 Bodies representing local business interests, Parish Councils and other relevant local interest groups are also being consulted on the draft AQAP. Information has been placed on the website and a press release issued to inform the wider community. Residents within the AQMAs have been sent a letter with details of the consultation and where to find relevant information.
- 3.22 Cherwell DC is establishing a Steering Group to consider the proposals further and the first meeting is arranged for October 2016. The Steering Group will also

consider responses to the wider consultation which will take place from mid-September until the end of December 2016.

- 3.23 The final Air Quality Action Plan for the District with the proposed actions relevant to each AQMA is planned to be submitted for consideration by Cherwell District Council executive at its meeting on the 6 March 2017.

4.0 Conclusion and Reasons for Recommendations

- 4.1 The scale and nature of Bicester's development has provided an excellent opportunity to be enhanced through the NHS England Healthy New Town programme. NHS England has recognised this in its shortlisting of Bicester to participate along with the offer of a range of support including financial.
- 4.1 A wide multi-disciplinary and multi-sector partnership group from Bicester and Oxfordshire has responded very positively to this initiative and good progress has been made to turn intent into action.
- 4.2 The risk of poor air quality in Bicester and three other sites in Cherwell has been identified and a draft action plan developed to improve this.

Document Information

Appendix No	Title
1.	Bicester Healthy New Town Programme Action Plan
2.	Draft Cherwell Air Quality Action Plan Extracts
Background Papers	
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Bicester Healthy New Town Programme: Draft Delivery Plan October 2016-March 2017

The following briefing identifies an outline plan of activity for the next six months. These initial ideas will be discussed with stakeholders in October to amend, refine, and add to them as well as to identify actions that need longer term planning for delivery in 2017-18.

Item	Deliverable by 31 December 2016	Deliverable by 31 March 2017	Lead Agencies
Built Environment			
1. Going for Green - maximising the use of Bicester's green spaces for healthy living	<ul style="list-style-type: none"> - Design to be developed for Community Notice Board to include information on Bicester cycle paths and links to green spaces - Produce a guide to the green spaces in the town including walking and cycling information 	<ul style="list-style-type: none"> - New cycling map showing links to green spaces to be launched on website/Bicester app and in leaflets and on Community Notice Board - Develop movers/new residents information pack encouraging cycling/walking/volunteering 	Cherwell District Council and Bicester Town Council
2. Creating a 'walkable and cycleable community' with a comprehensive walking and cycling network	<ul style="list-style-type: none"> - Wayfinding scheme – procurement of signage design and commencement of installation. Signage to provide information about walking and cycling distances between key destinations in Bicester - Consultation on the master plan for Bicester to include questions to understand barriers to cycling and walking - 	<ul style="list-style-type: none"> - Agreed how use of cycling and walking routes to be monitored 	Cherwell District Council
3. Develop planning policies that support the creation of a healthy environment	<ul style="list-style-type: none"> - Training session for planners re: developing healthy environments with public health experts 	<ul style="list-style-type: none"> - Training session for planners re: developing age friendly environments - Round table with town planners to embed active design principles and policies to support healthy environments - to be included in Master plan, Local 	Cherwell District Council and Oxford County Council (Public Health)

		Plan and Local Transport Plan - Agree approach and protocol to enable Public Health, Sport England and Age UK to review and influence development proposals to ensure that they deliver active and inclusive environments to support health and wellbeing	
Community Activation			
4. Building better connected communities with the creation of a network of volunteer community activators	- Local Stakeholders Workshop to secure input into and engagement with HNT programme from local community leaders - Input into pilot of AMI site to support befriending and peer to peer support - Plan for how voluntary sector will engage with the programme - SPARK fund set up and local organisations offered opportunity to seek seed corn funding to assist delivery of the HNT objectives - Participate in Parish Liaison meeting and Knowing your Communities events, Older People's Day Information Fair (30 Sept) and Health Fair (14 Oct) to engage local community with plans - Bid submitted for Innovate funding to test new way of digital engagement with local authorities on use of green spaces/leisure facilities	- Plans confirmed for how voluntary sector are to engage with the programme - £20K of SPARK funding allocated to support community groups - Pilot of peer to peer function on AMI site to have started - Review 'gift survey' with IMB in Elmsbrook - Planning of the public launch of HNT programme in late April/early May to be well advanced	Cherwell District Council
5. Activation of schools, nurseries and colleges, and families to get young people	- Engagement offer developed for schools/nurseries/colleges to engage with the programme	- Round table of school reps held to confirm plans for school engagement with the programme	Cherwell District Council and Bicester Schools Partnership and OXSPA

active and increase their physical and mental wellbeing	<ul style="list-style-type: none"> - Attend Schools Partnership Council to seek support 	<ul style="list-style-type: none"> - Round table of nursery and pre-school providers to confirm plans for their engagement with the programme - Bid submitted to be one of 10 place based sites for Sports England funding 	
6. Activation of workplaces to promote health and wellbeing at work	<ul style="list-style-type: none"> - Engagement offer developed for workplaces/local employers to engage with the programme 	<ul style="list-style-type: none"> - Local employers signed up to engage with the HNT programme - Discussions held with local retailers re: offering healthy food options - Provide brief intervention training to multi-sector group 	Cherwell District Council and OXSPA
New Models of Care: Creating care closer to home			
7. Creating a 'primary care home' with integrated community health and social care supporting GP clusters to care for people with most complex care needs	<ul style="list-style-type: none"> - Community services, primary care and social care to identify workforce needs for new models of care - Develop pilot to test use of a 'care bank' to support complex patients at high risk of admission over the weekend 	<ul style="list-style-type: none"> - New model of care for how primary care and community services can be further integrated and the potential future role of Bicester community hospital to be out for public engagement - Primary, community and social care to have tested new ways of working to promote more coordinated care - Run pilot and evaluate impact of 'care bank' 	Oxfordshire Clinical Commissioning Group (OCCG)
8. Delivery of new care pathways for long term conditions which minimise hospital based outpatient care (focusing first on diabetes)	<ul style="list-style-type: none"> - Pilot to test virtual diabetes clinics to have started - Liaison with Digital Health Oxford to identify opportunities to link up with digital innovators - Agreed how shimmy tablet in NW homes can link to health information and advice 	<ul style="list-style-type: none"> - Diabetes pilot of new pathway for managing longterm conditions to be fully mobilised 	OCCG

9. Planning to meet future care needs through the provision of primary and community care from health campuses	<ul style="list-style-type: none"> - Local Plan to be updated with primary care estates requirements to meet population growth - Case for contribution to health infrastructure to be updated for use by planners 	<ul style="list-style-type: none"> - Round table held with local residents to identify how digital innovation can support their health and care needs and promote wellbeing - <i>Hackathon</i> held with local digital innovators to identify opportunities for meeting these needs 	Cherwell District Council and OCCG
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Extracts from and Summary of Current Air Quality Action Plan in the Cherwell District

Introduction

Oxfordshire County Council's Joint Strategic Needs Assessment (JSNA) provides information about Oxfordshire's population and the factors affecting health, wellbeing, and social care needs. Air quality is included in Section 4.2.8 of the 2016 JSNA under the "Wider Determinants; Environment" section and recognises:

- Poor air quality is known to have negative impacts on health.
- In the more densely populated areas of the county, and those which experience high traffic flows, increased levels of air pollution are of concern. In these areas, road traffic is the most significant source of pollutant emissions.
- There are currently 13 AQMAs in Oxfordshire, where the annual mean objective for nitrogen dioxide is being exceeded (four in Cherwell, one covering the whole of Oxford, three in South Oxfordshire, three in Vale of White Horse and two in West Oxfordshire).
- Trends in air quality across some of Oxfordshire's long-standing AQMAs show signs of improvement, with reductions in concentrations of nitrogen dioxide over recent years. However, new AQMAs are still being identified.
- Air Quality and Mortality Estimates In 2010 the UK Committee on the Medical Effects of Air Pollutants estimated that removing all man-made, particulate matter air pollution could save the UK population approximately 36.5 million life years over the next 100 years, and would be associated with an increase in UK life expectancy from birth, of six months on average.
- The calculated attributable proportion of deaths associated with air pollution, among those aged 25 and over in Oxfordshire, was 5.6% in 2010. However, given the uncertainties this could, in fact, be somewhere between 0.9% and 11%. For 2013 it was estimated that 5.3% of all-cause mortality among people aged 30 and over in Oxfordshire was attributable to particulate air pollution from man-made sources. This value has fluctuated between 5.1% and 5.6% over the years between 2010 and 2013 but it is not possible to tell whether or not changes are statistically significant.

- The national and regional averages in 2013 were 5.3% (England) and 5.2% (South East). Meanwhile, the proportion of mortality attributable to man-made air pollution in the districts ranged from 5% (in West Oxfordshire) to 5.6% (in Oxford) with the other three districts at 5.3%.
- The quantification of mortality burden associated with long term nitrogen dioxide concentration exposure is not currently available.

Cherwell District's Air Quality Priorities

Cherwell District Council has identified four areas where air quality does not meet national air quality objectives for nitrogen dioxide (ie above 40). The locations of these four Air Quality Management Areas (AQMA's) can be found on our website at www.cherwell.gov.uk/airqualitymanagement. There are two in Banbury, one in Bicester and one in Kidlington. These concentrations are largely related to road traffic emissions.

AQMA No.1 in Hennef Way exceeds the annual and hourly mean objectives for nitrogen dioxide.

AQMA No.2 between Oxford Road to Southam Road, Banbury, including a section of High Street exceeds the annual mean objective for nitrogen dioxide.

AQMA No.3 on a section of Bicester Road, Kidlington to the north of the Water Eaton Lane controlled junction exceeds the annual mean objective for nitrogen dioxide.

AQMA No.4 between the mini roundabout in Kings End through Queens Avenue to the Field Street mini roundabout, including St Johns, exceeds the annual mean objective for nitrogen dioxide.

The latest monitoring indicates nitrogen dioxide concentrations are trending downwards in most places. This includes within the AQMA's, although concentrations in the AQMA's remain above the national air quality objective levels for nitrogen dioxide.

The four AQMA's which have been identified are where people are exposed to sufficiently poor air quality to require legal intervention under the Environment Act 1995, hence the Cherwell action plan.

These AQMA's are localised areas representing the worst affected places. The main source of pollutants in these AQMA's is traffic emissions. Traffic emissions aren't

localised i.e. journeys originating and terminating within the AQMA so measures to address emissions district-wide are collated as general measures.

The AQAP measures presented in this report are intended to be targeted towards the predominant sources of emissions within Cherwell District's area. A summary of sources is shown in the table below.

Summarised NO₂ concentrations in AQMAs apportioned by source

AQMA	NO ₂ Concentration	% NO ₂ by Source				
		Background	Cars	LGVs	HGVs	Buses
1 (Hennef Way)	59.8 µg/m ³	32%	39%	17%	10%	2%
2 (Banbury)	40.9 µg/m ³	32%	39%	13%	10%	6%
3 (Kidlington)	41.1 µg/m ³	35%	41%	9%	6%	9%
4 (Bicester)	46.0 µg/m ³	27%	50%	8%	2%	13%

^a 2015 Concentrations above 40.0 at relevant exposure reported in ASR 2016

It is anticipated that most general measures to reduce emissions will also contribute to reducing PM_{2.5} emissions from vehicles.

Where local measures to reduce pollutant concentrations are identified, these measures have been related to that specific AQMA.

Key Priorities

The key priorities for action are:

- Priority 1 – Strengthening local policy to improve air quality and its role in protecting health;
- Priority 2 – Reducing NO_x emissions from cars in all AQMAs;
- Priority 3 – Ensuring new developments encourage and facilitate low emission and alternative transport;
- Priority 4 – Ensuring transport infrastructure delivery takes account of air quality improvement potential within AQMAs;
- Priority 5 – Raising awareness of poor air quality and encouraging improvement actions by vehicle users and fleet managers.

The following represents the Cherwell Air Quality Action Plan draft actions applicable to all its AQMAs.

Air Quality Action Plan General

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	Target Pollution Reduction in the AQMA	Progress to Date	Comments
G.1	Explore Local Plan including Low Emission Vehicle uptake measures incorporated into all new developments	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	CDC	2016/17	2017	medium		
G.2	All major developments to include emission statements and mitigation strategies within an appropriate air quality assessment submitted at the application stage.	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	CDC	2016/17	2017	medium		

Air Quality Action Plan General

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	Target Pollution Reduction in the AQMA	Progress to Date	Comments
G.1	Explore Local Plan including Low Emission Vehicle uptake measures incorporated into all new developments	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	CDC	2016/17	2017	medium		
G.2	All major developments to include Emission statements and mitigation strategies within an appropriate air quality assessment submitted at the application stage.	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	CDC	2016/17	2017	medium		
G.3	Damage cost calculations to be included in air quality assessments to show the financial impact of developments.	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	CDC	2016	2016	low	n/a	

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	Target Pollution Reduction in the AQMA	Progress to Date	Comments
G.4	Major developments in or within 100 metres of an AQMA will be air quality neutral	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	CDC	tbc	tbc	low	n/a	All major developments within 100 metres of an AQMA will be air quality neutral to avoid impacting the local background NOx contribution.
G.5	Travel plans submitted with development proposals will make reference their contribution to the mitigation strategy and progress will be reported to CDC for 5 years post development completion.	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	OCC / CDC	tbc	tbc	low		Travel plans should address air quality specifically and be reported in such a fashion they can be included in the Annual status report.

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	Target Pollution Reduction in the AQMA	Progress to Date	Comments
G.6	Air Quality actions to be included in the Local Transport Plan	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	OCC	2015	2016	medium	LTP4 (2016 update) includes an annex on actions to address air quality	Ongoing measure development and updates to LTP4 to represent changes in air quality. Maintain close links between OCC and CDC.
G.7	Air Quality included in the Public health framework Joint Strategic Needs Assessment	Policy Guidance and Development Control	Air Quality Planning and Policy Guidance	OCC	2015	2015	low	JSNA includes statement on air quality	JSNA includes air quality. To maintain, update and progress actions as part of the annual review process.
G.9	Include low emission vehicles in taxi licensing policy to encourage their take up and use within the district.	Policy Guidance and Development Control	Other Policy	CDC	2016	2017	low		Taxi licensing policy is currently being revised.

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	Target Pollution Reduction in the AQMA	Progress to Date	Comments
G.10	Low emission plant, vehicle, delivery and fleet requirements to be included in sustainable procurement section of CDC procurement policy.	Policy Guidance and Development Control	Sustainable procurement guidance	CDC	2016	2017	low		
G.11	Low emission plant, vehicle, delivery and fleet requirements to be included in sustainable procurement section of OCC procurement policy.	Policy Guidance and Development Control	Sustainable procurement guidance	OCC	2016	2017	medium		

The following represents the specific air quality actions relevant to Bicester

AQMA No.4 Bicester Air Quality Action Plan

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	Target Pollution Reduction in the AQMA	Progress to Date	Comments
4.1	Bicester Park and Ride Bus service	Alternatives to private vehicle use	Bus based Park & Ride	OCC	2015	2016	medium	Delivered	Potential to include alternative vehicle charging at this site to encourage low emission vehicle transport
4.2	Priority parking for lift share permit holders in CDC owned car parks	Alternatives to private vehicle use	Car & lift sharing schemes	CDC	tbc	tbc	low	tbc	Lift share permit system and assign priority parking for permit holders.
4.3	Bicester wide car club	Alternatives to private vehicle use	Car Clubs	OCC	2016	tbc	low	tbc	A2 dominion administers a car club for the Elmsbrook development. Assess feasibility for wider Bicester area.
4.4	Promote Oxford Parkway station for journeys into Bicester	Alternatives to private vehicle use	Rail based Park & Ride	OCC	tbc	tbc	low	tbc	Oxford Parkway alternative to travel to Bicester.
4.5	Low emission delivery plans	Freight and Delivery Management	Delivery and Service plans	OCC	tbc	tbc	low	tbc	Assess feasibility to introduce low emission delivery vehicle requirements.
4.6	Bicester active travel i.e. walking and cycling campaign	Promoting Travel Alternatives	Intensive active travel campaign & infrastructure	CDC	2016	2017	high	tbc	Healthy town to encourage active travel i.e. walking and cycling

Measure No.	Measure	EU Category	EU Classification	Lead Authority	Planning Phase	Implementation Phase	Target Pollution Reduction in the AQMA	Progress to Date	Comments
4.7	Identify school journeys on this route to monitor and promote school travel plans	Promoting Travel Alternatives	School Travel Plans	OCC					
4.8	Wayfinding campaign	Promoting Travel Alternatives	Other	CDC	2016	2017		tbc	Wayfinding campaign to signpost walking and cycling routes around Bicester.
4.9	Central corridor works in LTP	Traffic Management	Strategic highway improvements, Re-prioritising road space away from cars, inc Access management, Selective vehicle priority, bus priority, high vehicle occupancy lane	OCC					