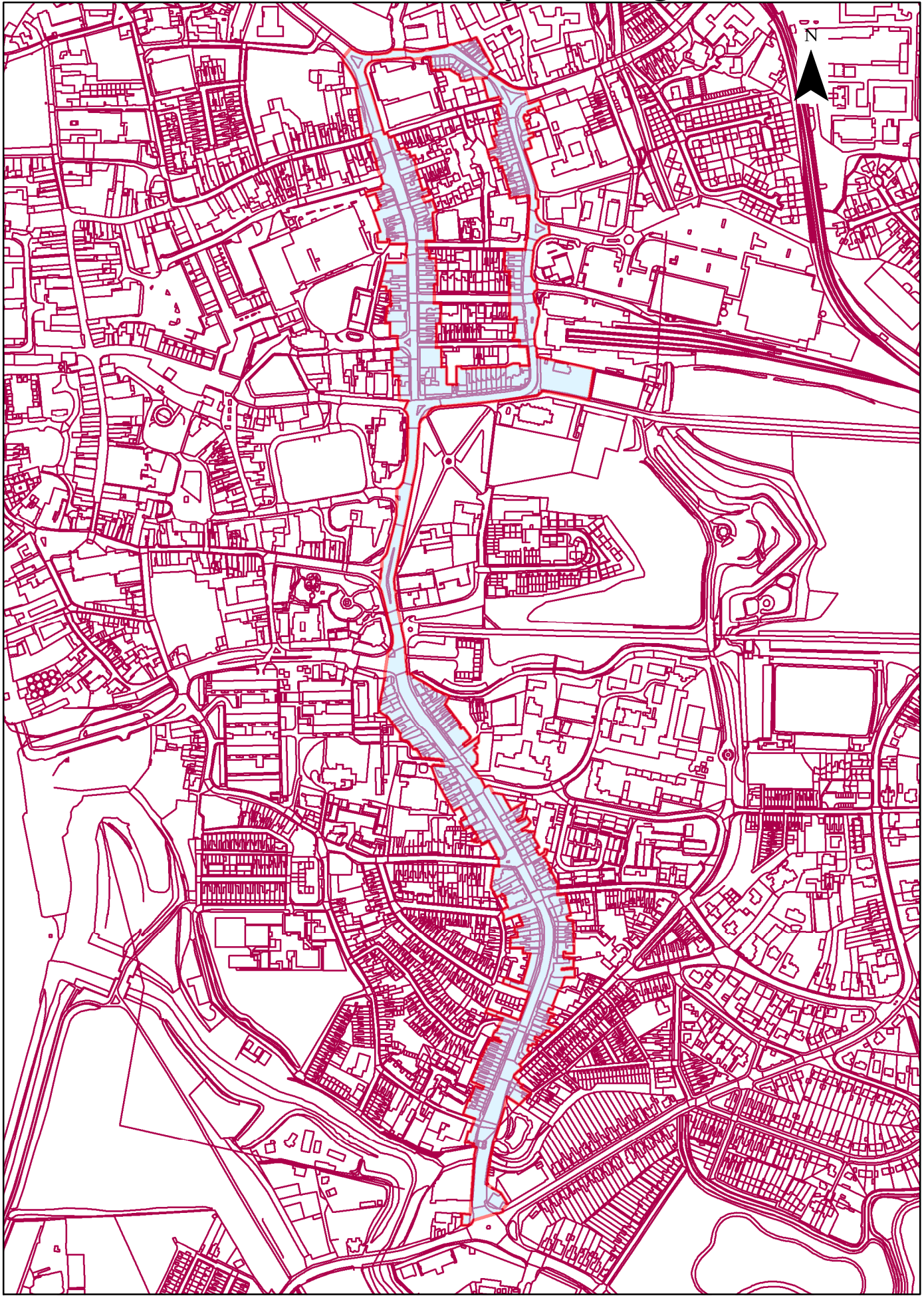
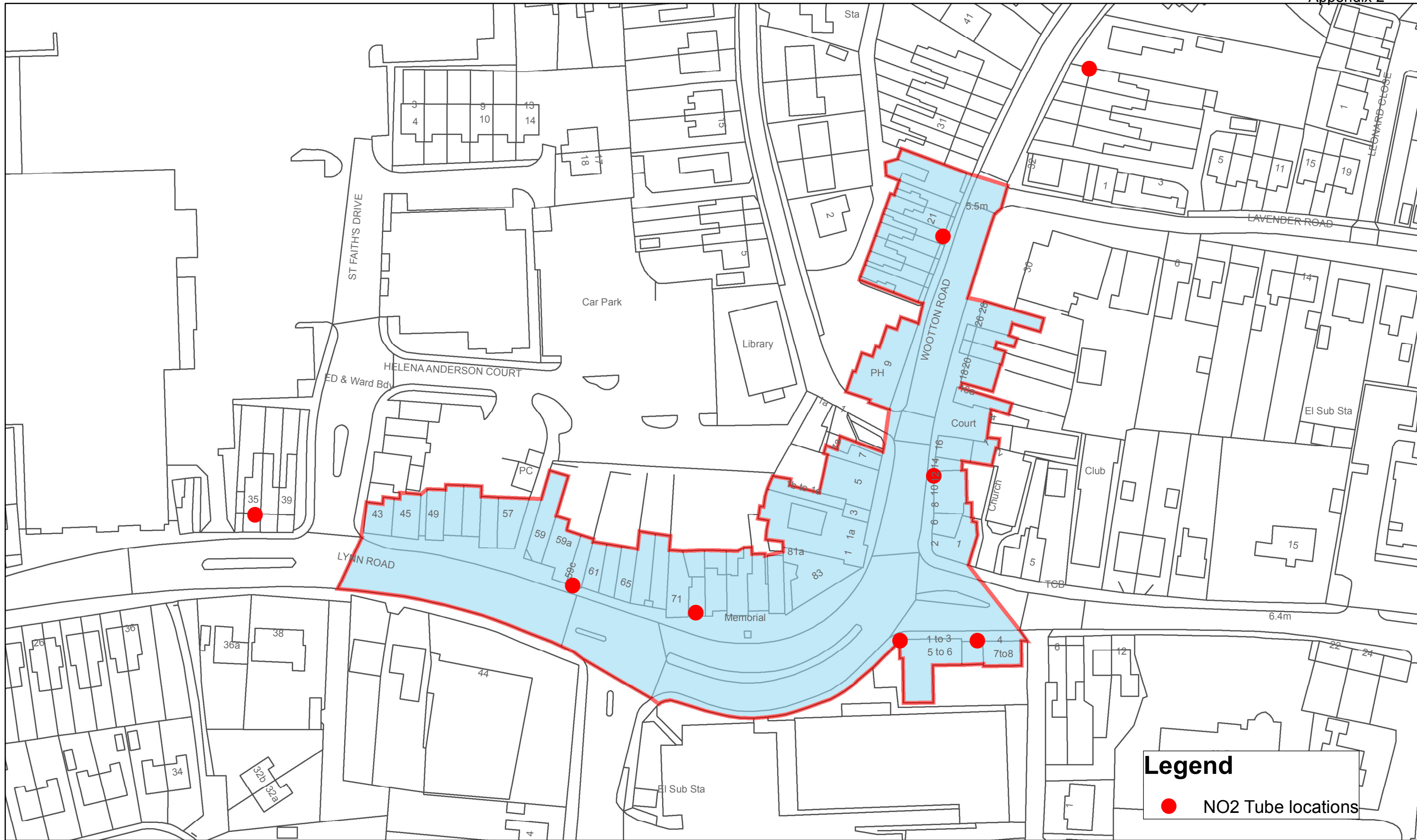


# London Road Air Quality Management Area



0 105 210 420 Meters



**Legend**  
 ● NO2 Tube locations

Borough Council of  
**King's Lynn & West Norfolk**



Tel. 01553 616200 - Fax. 01553 691663

Title  
**Gaywood air quality management area**

Project / Details  
**AQMA**

Scale  
**1:1,000**

Date  
**2013**

Drawn by / Department  
**FP**

Drawing / Reference Number

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 Ordnance Survey 100024314

## **Public Consultation Strategy for Air Quality Action Plan**

Local stakeholders including local residents and community groups as well as local businesses need to be consulted about the proposed Air Quality Action Plan (AQAP) in King's Lynn for the Town Centre & Gaywood Clock Air Quality Management Areas that has been declared by the Borough Council of King's Lynn and West Norfolk. If there is personal involvement in air quality issues there will be better support for proposed measures to improve air quality locally and people are more likely to change their behaviour.

### **Objectives of Public Consultation Strategy**

- Providing information
- Increasing awareness
- Encouraging action
- Changing behaviour
- Promoting community participation
- Asking for an input from stakeholders

### **Proposed actions**

- Providing user friendly information so the recipients can fully understand the situation and how they can become involved with the process
- Increase awareness of the local stakeholders at an early stage in the whole process
- Making full use of existing networks or local community groups and where possible extending those networks to capture a diverse range of stockholders
- Setting up participative workshops or forums to make the stakeholders feel part of the consultation process

### **Stakeholders**

Different mechanisms will be needed to include different stakeholders.

### **Secretary of State (SoS)**

Written contact for approval of final AQAP.

### **Members of Air Quality Steering Group**

Attendance at arranged meetings

- Environmental Health- Environmental Quality
- Highways Authority- Norfolk County Council (NCC)
- Planning Control/LDF
- Commercial Services (car parks)
- NCC Highways

## **Borough Council of King's Lynn and West Norfolk (BCKLWN)**

Cabinet meetings and management meetings

- Management team
- Portfolio Holder/ Cabinet
- Elected members
- Regeneration, Environment & Community Panel (REC)
- Communications

### **Other organisations**

Correspondence by telephone, letter/e-mail requests for comments on AQAP.

- National Park Authority
- Health Services – Public Health
- Chamber of trade
- Highways Agency
- Vancouver Centre/Town Centre Manager
- Bus Companies
- Neighbouring Local Authorities- Breckland, North Norfolk and South Holland, Forest Heath, East Cambridgeshire

### **General public/local residents and businesses**

Need to provide information on AQAP in a clear and accessible way. Explore links with PCT.

- Local newspapers
- Radio
- Libraries
- Council website Air Quality Management section
- Use existing networks or local community groups. King's Lynn does not have a Parish Council and so other groups such as KLACC
- Setting up workshops or forums
- Face to face meetings /drop in sessions

### **Delivery methods**

- Briefings
- Exhibits
- Fact sheets
- Internet – web pages and web survey
- Mailings – letter and e-mail
- Public notices
- Social media sites
- Telephone
- Translation of documents into other languages spoken by local residents (Lithuanian, Russian?)

The Environment Act 1995 paragraph 4 schedule 11 makes provision for public access to information as well as the Review and Assessment reports on which they are required to consult also need to proactively make available copies of

- Orders designating an air quality management area
- Action plans
- County council proposals for measure to be included in the action plan
- Any directions given to the district or county council by the Secretary of State

All will be made available on BCKLWN in order to allow access from as wide an audience as possible.

### **Proposed timeline**

- April – May 2014—Finalise draft AQAP Formation of Consultation Strategy and timeline of activities proposed for each group.
- June – July 2014 Report to REC and Cabinet.
- August – September 2014 Public consultation on draft AQAP – briefings, drop in sessions, public posters, media coverage local newspapers, radio, webpage and survey.
- October 2014 – report findings from public consultation
- November 2014 - publishing of AQAP on BCKLWN website
- November 2014 - Submit Final AQAP SoS/ DEFRA for approval
- December 2014/ January 2015 adoption of AQAP
- January 2015 – Implementation through AQSG